

E&P

May 12, 1973

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Editor & Publisher

® THE FOURTH ESTATE

Evans-Novak celebrate

10 years of "Inside Report"



years of "Inside Report"

Ever since Rowland Evans, Jr. and Robert D. Novak teamed up in May, 1963, they have been the hottest political reporting duo in Washington. Because one is usually traveling around the world on fact-finding missions and the other is keeping a sharp eye on Capitol Hill, the Evans-Novak column consistently finds its way from the column page to page one.

First hand knowledge of national and international affairs is one of their trademarks.

Another is their ability to dig out the news and get it into their column first, because of their top-level contacts and their aggressive reporting skills.

We congratulate Evans and Novak on the 10th anniversary of their "Inside Report" column and look forward to many more years of their editorial excellence in the Sun-Times and on the Chicago Daily News/Sun-Times Wire Service.

CHICAGO
Sun-Times

Marshall Field, Publisher

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Boston Herald American starts "rebellion."

Wins Scripps-Howard Foundation Public Service Award.

Last fall the Boston Herald American lit the fuse of a powder keg. We launched a series of articles on the steadily rising real estate taxes in Massachusetts.

Public response was immediate and overwhelming.

The reaction of public officials was just about as quick, but decidedly different.

The "Taxpayers Rebellion" was under way. Unusual things started happening in Massachusetts.

- Police and firemen in Peabody, Mass. (citing the Herald American's articles) voluntarily offered to forego a pay increase.
- Ten Cape Cod businessmen filed suit against the state in behalf of all Massachusetts taxpayers to recover "wasted" tax money.

- Administrators of the state's major cities pledged to use revenue sharing money for tax relief.

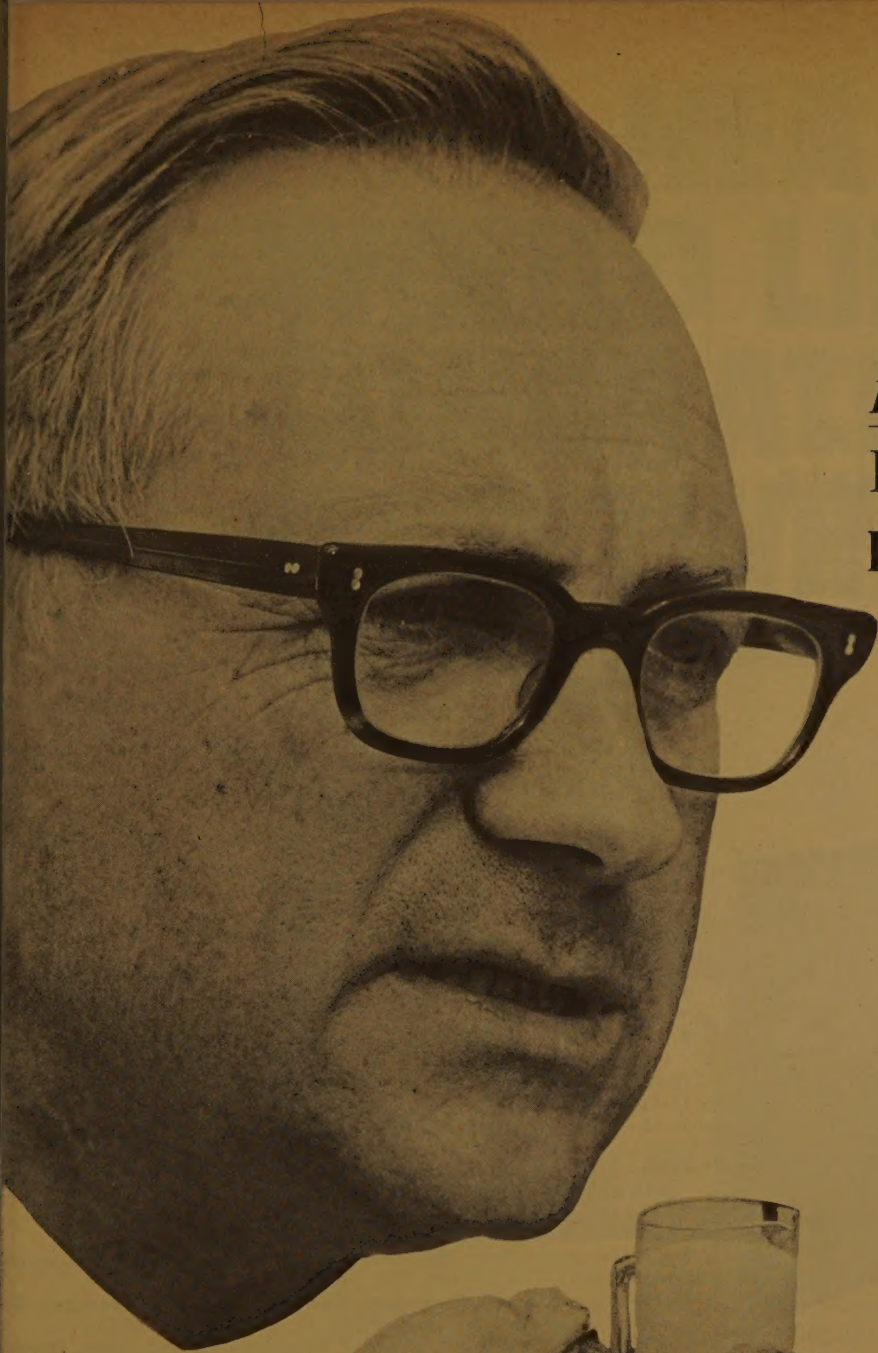
The dust the series stirred up still hasn't settled. In fact, the watchdog groups our articles inspired in the first place are now newsmakers in their own right.

We're proud of the people who worked on this series (writers Janice Elliot, Joe Heany, Tom Berube, Jean Cole and Bill Duncliffe, and managing editor Jack McLean).

And of course, we're extremely proud to receive the Scripps-Howard Foundation citation "in recognition of outstanding public service by a newspaper."

But perhaps what makes us most proud of all is that we gave a lot of taxpayers in Massachusetts a chance to be heard.

**Boston Herald American
Sunday Herald Advertiser**



Dr. Jean Mayer tells

How to feed a family properly—for less money!

The world's leading nutritionist worries about food prices as well as components. He reminds readers that "prices bear little relation to nutritional value"—then cites specific items at the supermarkets. His article on the nutritional aspects of the meat boycott in April was headlined in several hundred papers.

President Nixon chose Dr. Mayer of Harvard to set up the White House Conference on Food, Nutrition and Health. Family food planners now depend on him to help keep their loved ones healthy.

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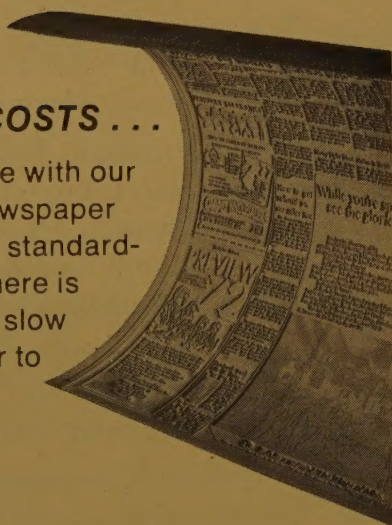
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EDITOR & PUBLISHER CALENDAR

MAY

- 13-16—Institute of Newspaper Controllers & Finance Officers. Doral Country Club, Miami, Florida.
- 13-25—API Management and Costs seminar (for newspapers under 75,000 circulation). Columbia University.
- 14-18—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 15—Connecticut AP Circuit. Spring meeting. Manchester.
- 15-16—Iowa APME Association, The Des Moines Club, Des Moines.
- 15-19—National Association of Advertising Publishers—24th Annual Convention, Troy, Michigan, Hilton Inn.
- 17-18—Allied Daily Newspapers. The Admiralty, Port Ludlow, Wash.
- 17-19—American Association of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
- 18-19—Associated Press North Carolina News Council and South Carolina News Council, Beech Mountain, N.C.
- 19-20—New Mexico AP managing editors spring shirtsleeve seminar. Hilton Inn, Albuquerque.
- 20—Blue Pencil Club of Ohio, OSU Center for Tomorrow, Columbus, Ohio.
- 20-23—INPA International conference. Town and Country Hotel, San Diego.
- 21-23—Pacific Northwest International Circulation Managers Association 50th anniversary convention, Salishan Lodge, Gleneden Beach, Oregon.
- 21-25—International Federation of Publishers, (FIEJ). Vienna, Austria.
- 22-27—Canadian Managing Editors' Conference, Vancouver, B.C.
- 24—Annual World Press Institute Forum, Macalester College, St. Paul, Minnesota.
- 26-27—Associated Press Missouri-Kansas wire editors association. Kansas City.
- 26-28—Editorial Writers critique: Northwest Daily Newspapers. Timberline Lodge, Ore.

JUNE

- 3-15—API Telegraph Editors and Copy Desk Chiefs. Columbia University.
- 4-8—Knight Newspaper Seminar, Circulation Management, Miami.
- 7-9—Mississippi Press Association annual convention, Buena Vista Hotel, Biloxi, Miss.
- 8—Ohio Newspaper Offset Clinic, Holiday Inn, Ashtabula/Austintown, Ohio.
- 8—Canadian Press meeting of French-language news editors, Quebec.
- 8-9—Newspaper Advertising Executives Association, spring meeting, Holiday Inn, Gainesville, Ga.
- 8-9—New England Daily Newspaper Association Regular Spring meeting, Basin Harbor Club, Vergennes, Vt.
- 10-15—Newspaper Division Special Libraries Association, Pittsburgh.
- 11-13—International Press Institute, Jerusalem.
- 14-16—Arizona Newspapers Association, Summer Workshop, Sunrise Park Hotel, White Mountain Apache Indian Reservation, McNary, Arizona.
- 17-29—API Publishers, Editors and Chief News Executives (for newspapers under 50,000 circulation). Columbia University.
- 20-23—Newspaper Personnel Relations Association, Milwaukee.
- 21-23—Florida Press Association, Hilton Hotel, Port St. Lucie.
- 21-23—Tennessee Press Association Convention, Holiday Inn Rivermont, Memphis.
- 24-28—Association of Newspaper Classified Advertising Managers 53rd annual conference. The Queen Mary, Long Beach, California.
- 25-29—Knight Newspaper Seminar, Organizational and Team Development, Miami.
- 28-30—Association of Newspaper Classified Advertising Managers, Long Beach, Calif.

JULY

- 8-11—Newspaper Personnel Relations Association, 25th Anniversary Conference, Pfister Hotel, Milwaukee, Wisc.
- 15-18—International Newspaper Advertising Executives semi-annual meeting. Hotel Nova Scotian, Halifax, Nova Scotia.
- 20-22—South Carolina Press Association, summer meeting, Savannah Inn and Country Club, Savannah, Ga.
- 23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 23-Aug. 24—Seminar, "News Media in Western European Countries." Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.

AUGUST

- 13-16—National Advertising Show, The New York Hilton, New York City.
- 23-25—Montana Press Association Convention. Big Sky, Montana.

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EDITOR & PUBLISHER for May 12, 1973

NEA WOULD LIKE TO CONGRATULATE ITS 752 WINNERS



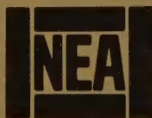
When Jim Berry, creator of "Berry's World", was named top cartoonist in two categories and editorial cartoonist Bill Crawford won the coveted Silver T-Square at the 1973 National Cartoonists Society annual awards, there were 750 other big winners, too.

They were the 750 newspapers around the country who, because they are NEA daily service clients, receive Berry's and Crawford's cartoons in the NEA package.

Of course, that's not all these 750 newspapers receive.

As NEA subscribers, they also get sports columns and show business columns and Washington columns and personal finance columns and bridge columns and doctor's columns and household hints columns and coin columns and a selective array of other award-winning features and specials.

When NEA winners like Berry and Crawford win, every one of our 750 newspaper clients wins along with them.



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Editor & Publisher

Annual Report of Newspaper Advertising Linage

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CATCH-lines

By Lenora Williamson

"ALL THOSE DINGS AND DENTS I put in your garbage cans Wednesday were absolutely necessary," Jim Neubache explained in a *Detroit Free Press* lead directed toward citizen who may have been on his garbage collection route. The *Free Press* writer put in a day on the job to find out how hard the lot of garbage collectors is in light of their refusal to work overtime as ordered by the city. Jim and fellow crewmen picked up over 26,000 pounds of stuff. Mostly it was just plain old garbage, block after block, Jim wrote. But they also got: car fenders, car doors, an entire hood of a car, whole trees (Detroit it seems is still throwing out Christmas trees) two wooden house doors and enough tires to equip the Indianapolis 500 fleet.

* * *

"THE KID TYPES FASTER THAN I DO," marveled one Boston scribe in talking about Ed Corwin of Malden, Massachusetts. A UPI story reports that Ed is the 12-year-old winding up his rookie season as an "honest-to-goodness" sportswriter. Ed got his job last June when he watched Allen Schwartz, editor of the *Malden Sun-Times*, dropping off copies of the paper at a donut shop. Ed asked if he could try writing for the paper, and Schwartz soon got an "in-depth" analysis of the fledgling World Hockey Association. Ed's been writing for the paper ever since.

Now a familiar figure in the press box at New England Whaler hockey games, Ed says players and management treat him like "any other reporter" although once a guard wouldn't let him into the dressing room. Accepting that, Ed commented, "Being a youngster, sometimes I have to realize that there are some privileges I'm not going to get."

* * *

"NEWSPERSONS! INDEED! Now my dander is really up," George Carvill, telegraph editor of the *Brattleboro (Vt.) Daily Reformer*, declares in *UPI Reporter*. "The dictionary is the appropriate tool here. It should be applied from a distance of three feet above the head of the offending reporter." Carvill also deplores use of "chairperson". It seems to me that the language we are using—American, not English—is a poor enough communications tool. It is unfair to force it to serve as a tool for political-social revolution as well."

* * *

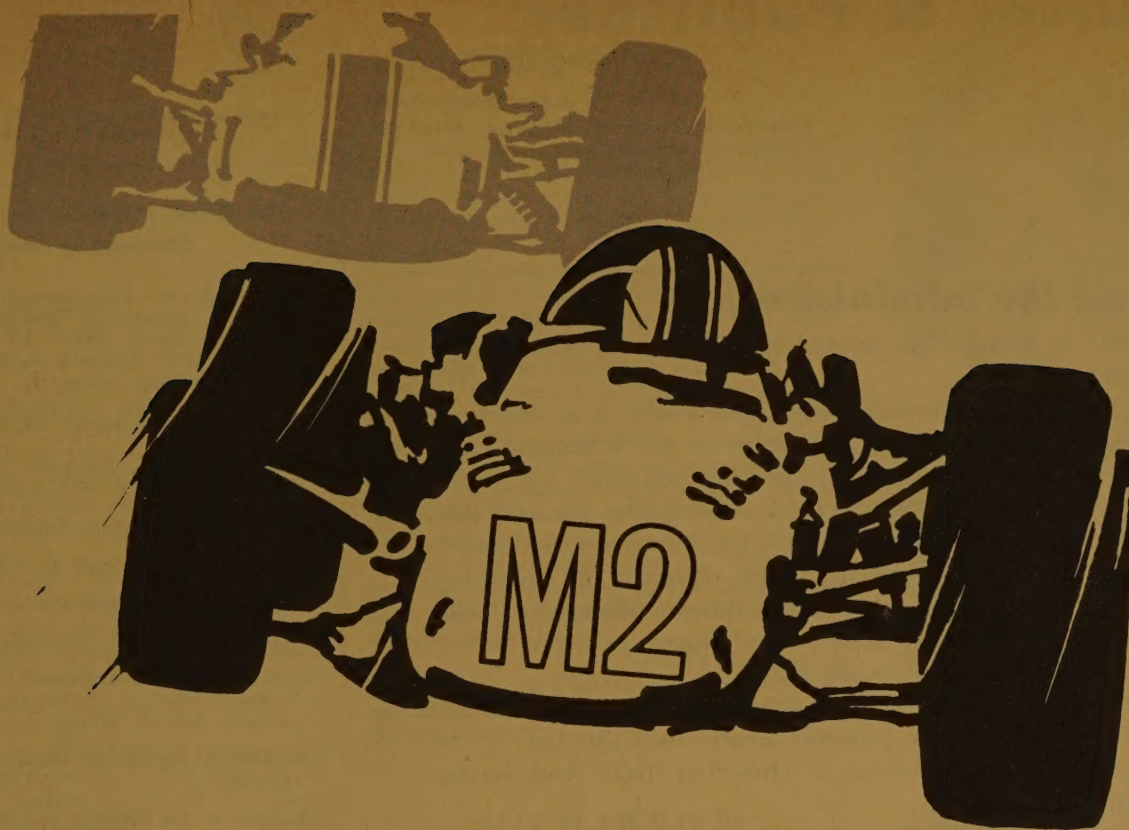
THE FAVOUR OF THE PRESS—From British Kinematograph, Sound and Television Society comes announcement of an international film conference: "Arrangements have been made for a press room to be made available at the hotel for the benefit of these journalists attending. However, this bi-annual event has proved extremely popular and in the past many individuals have gained entry posing as members of the press." So, the Society will issue special press passes and asks for the name in advance of any journalist attending "so that a pass can be made out in his favour."

* * *

"NO MATTER WHERE I GO or what kind of group I'm addressing, I have noticed I am always introduced as a 'woman publisher', and while that's a little better than being referred to as the grandmother publisher, I almost always feel a bit like a double token—a woman and a publisher." Katharine Graham of the *Washington Post* was talking to veteran newsmen at the Silurian awards dinner in New York.

Mrs. Graham's role of grandmother was accented, however, by the presence of 7-year-old Katharine Weymouth, who came to hear grandma speak. Mrs. Graham has a budding reporter in this one. While at the press table near the dias, young Katharine was invited to be in a photo with Governor Rockefeller, and when she got back was asked what the Governor had said to her. The youngster answered straightforwardly. "He said, 'My, how cute you are.'" When her mother, Mrs. Elizabeth Weymouth signaled bedtime departure before the program was over, Katharine went round the press table, bestowing a goodnight kiss to Elizabeth Hylton and E & P and a formal handshake to the male reporters.

EDITOR & PUBLISHER for May 12, 1973



SPRINGFIELD_{MASS.} **IN SECOND SLOT *and* MOVING UP FAST!**

THE "HOT" MARKET IS GETTING HOTTER! SPRINGFIELD HAS LONG BEEN BIGGER THAN WORCESTER IN SMSA AND ADI—NOW IT SURPASSES IN CITY SIZE! THE LICENSE PLATE M2, AWARDED TO THE SECOND LARGEST CITY IN MASSACHUSETTS NOW GOES FROM WORCESTER TO SPRINGFIELD. IN FACT, MOST MAJOR ADVERTISERS TOO ARE GOING TO SPRINGFIELD — — — THRU THE . . .

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Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

Press and the administration

It all seemed to indicate an unusual Spring thaw in press-government relations.

President Nixon in a televised address gave credit to a "vigorous free press" for helping to uncover the truth in the Watergate case. Then he told reporters to "continue to give me hell when you think I am wrong." White House Press Secretary Ron Ziegler the next day apologized to the *Washington Post* for his previous denunciations of the paper's coverage. Vice President Agnew regretted the "unfortunate hostility" between newsmen and government officials and said they should "put aside visceral reaction and engage in a productive and intelligent discussion of their differences."

But, although these events gave an appearance of a thaw the ice has not melted noticeably. It probably won't until the last "i" is dotted in "information" and the last "t" crossed in "fact." And, maybe not even then.

Lest newspapermen break their arms in an attempt to pat themselves on the back at this point, we give you the warning of J. Edward Murray, immediate past president of the American Society of Newspaper Editors, who said last week that the general credibility of the press has been helped by Watergate, but:

"This is not a time for the press to crow about its role in Watergate, not a time for hubris on our part. It is only a time for expressions of thanks and respect.

I think we must continue to use Watergate to illustrate, to dramatize, for the public while we have their attention, the vital importance of protecting the confidential sources of investigative reporters.

"We must still fight for the best shield legislation we can get, or for none at all if the best we can get would water down the First Amendment.

"Although some editors still disagree, I happen to think that we must report fully in our newspapers on the continuing story of the fight to keep free press inviolate. We have done well in this regard since reporters began to go to jail to protect their confidential sources.

"And I hope that, however we feel about press councils, we will nevertheless continue to report in good detail the news of the Twentieth Century Fund experiment in this connection.

"Whatever happens with shield legislation, or with the press council, or with the proposed revision of the federal criminal code to protect official secrets that shouldn't be secret, it seems to me that we must always heed the advice of Justice Harold Medina.

"He urged us to fight like tigers against each new, individual case of encroachment on free press. That means, basically, gutty directing editors and courageous reporters on the firing line; and then, editors and publishers on the defending line, willing to go to jail if necessary, and anxious to go to court to protect press freedom, even if that is a highly expensive policy."

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Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston

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Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birmington, Kent, England. Alan Delafons, Manager.

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FOR ROTATION

I was interested in your Editorial Workshop pieces by Roy Copperud on the problems of rim men (The World of the Rim) in the March 3 EDITOR & PUBLISHER.

I would heartily endorse the proposals he makes for elevating the prestige of copy-readers—enforcement of high standards and a reduction of hours to compensate for the strain.

From my own earlier experience on both rims and back desks, I would add a further suggestion. I benefitted a good deal from rotation off the desk into reporting jobs and eventually moved back into a reporting job fulltime. But even a brief switch to cover a convention or to an out-of-town bureau posting as a fill-in man serves to refresh the rim man and make him better equipped to handle the demands of his regular job on the desk. This kind of switch is good for his morale and at the same time wins him respect from reporters who may sometimes feel that rim men have been cooped up so long that they don't really know what reporting is all about.

MURRAY GOLDBLATT

(Goldblatt is Visiting Associate Professor at Carleton University School of Journalism.)

* * *

TELL IT LIKE IT IS

In all the recent discussion on your pages about photography, the key word was never mentioned: honesty.

Setting up a visually-exciting, prize-winning, imaginative fake of a gavel-passing that never occurred is as bad as setting up the traditional fake out in the hall for the convenience of the photographer who had too many assignments that night to stick around for the real gavel-passing.

Reporters who set up their news stories the way photographers arranged their "news" photos would be fired by most city editors.

It was the TV people who did it, so all us newspaper types can wear halos, but doesn't anybody remember Chicago?

Perhaps "tell it like it is," even if the picture isn't artistic, should be the motto pasted on every news camera.

J. C. DONAHUE, JR.

(Donahue is publisher and executive editor of Suburban Trends, Riverdale, N.J.)

* * *

WON HONORABLE MENTION

We appreciate the fine story about the Alexandria (La.) *Town Talk* which appeared in the April 28 issue, page 22.

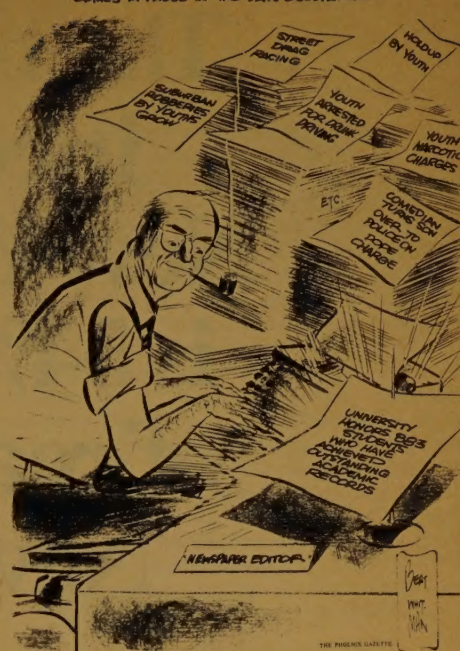
Unfortunately, in the second paragraph mention is made of a Pulitzer Prize; this is in error. Actually we received an honorable mention from the Pulitzer judges for staff work in connection with municipal affairs.

But we are grateful to EDITOR & PUBLISHER for publicizing what we consider are typical efforts of any of the nation's newspapers in pursuit of improving local government.

JOE D. SMITH, JR.

(Smith is publisher.)

'COMES A PAUSE IN THE DAYS OCCUPATION...'



Bert Whitman, Phoenix Gazette

WRONG PLACE

Correction to your April 7 story slugged "Flood Stricken Missouri Paper Delivers by Boat." The mighty Mississippi was mighty mean and powerful during the spring flooding, but not quite that powerful to sweep the *Alton Telegraph* from the Illinois side to the Missouri.

Nor is the *Alton (Illinois) Telegraph* situated on a bluff in hilly Alton" as the story had it. The paper's plant is situated in flat downtown Alton. High up on a hill in Alton is a monument erected in honor and memory of an editor murdered by anti-segregation extremists during the Civil War, Elijah P. Lovejoy. The *Telegraph* is a worthy successor to Lovejoy's *Alton Observer* and one of the liveliest newspapers in the Prairie State. We like it on the Illinois side of the Mississippi, not the Missouri. So, please don't move it E. & P.

JOHN BOLAND

Short Takes

...when she got the flowers she was so touched she broke right down and dried.—*Houston (Tex.) Post*.

"Our teachers are among the lowest pain in the state. . ."—*Sacramento (Calif.) Bee*.

Stir in brain flakes and ½ cup nuts.—*Lafayette (Ind.) Journal and Courier*.

"The era of plentiful creap food is numbered."—*Ottawa (Ont.) Journal*.

Mrs. O. W. . . will be a snow queen in white, vermine, and many many many diamonds.—*Chicago Tribune*.

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

Letters

FARMERS PLIGHT

Thanks for the permission to reprint the errence L. Day piece which was done very ell. It goes without saying the article is ing applauded in the cattle ranching and eding country.

As one who for a lifetime has been close agriculture, the overwhelming majority farmers and ranchers, mostly family its, have been grossly underpaid during e post war years, the average age of the erator is about 55, and the flight from e farm should be of serious concern to ery American. The flight is universal but merican agriculture's increasingly import- nt role in feeding the world is a factor ot to be taken lightly.

CARROLL (CAL) STEWART

(Stewart is publisher of Sun Newspapers of Lincoln, Inc., Lincoln, Nebraska.)

* * *

OLDEST AND SMALLEST

While I suppose we are the smallest of ne "public" newspaper groups, we may be ne of the oldest, having gone public in 1964. Presently we have some 750 stock- olders.

At this time the stock is inactive in the ver-the-counter market but we anticipate t will become active again.

The papers are all five-days-a-week (the ailies) except for Spencer (six days) and ave a total circulation of 21,500.

DAVID E. ARCHIE

Archie is president of Mid-America Publishing Corp., publishers of *Charles City (Ia.) Press*, *Vinton (Ia.) Cedar Valley Times*, *Spencer (Ia.) Reporter*, *Estherville (Ia.) News*, *Valley City (N.D.) Times-Record*, seven weeklies, commercial printing plants and other non-newspaper publications.)

* * *

WRONG IMPLICATION

The May 5, 1973, edition of EDITOR & PUBLISHER included a story on Page 26 which clearly implied that Ron Porambo was acting in his official capacity as a reporter for the *Elizabeth (N.J.) Journal* when he allegedly bribed a policeman in November, 1970, in an effort to secure pictures taken during the Newark riots.

Please be advised that Porambo was not cting in behalf of the Daily Journal and as, in fact, seeking the pictures in connection with a book he was writing. The Daily Journal had no prior knowledge of, nor did it sanction in any way, Porambo's actions.

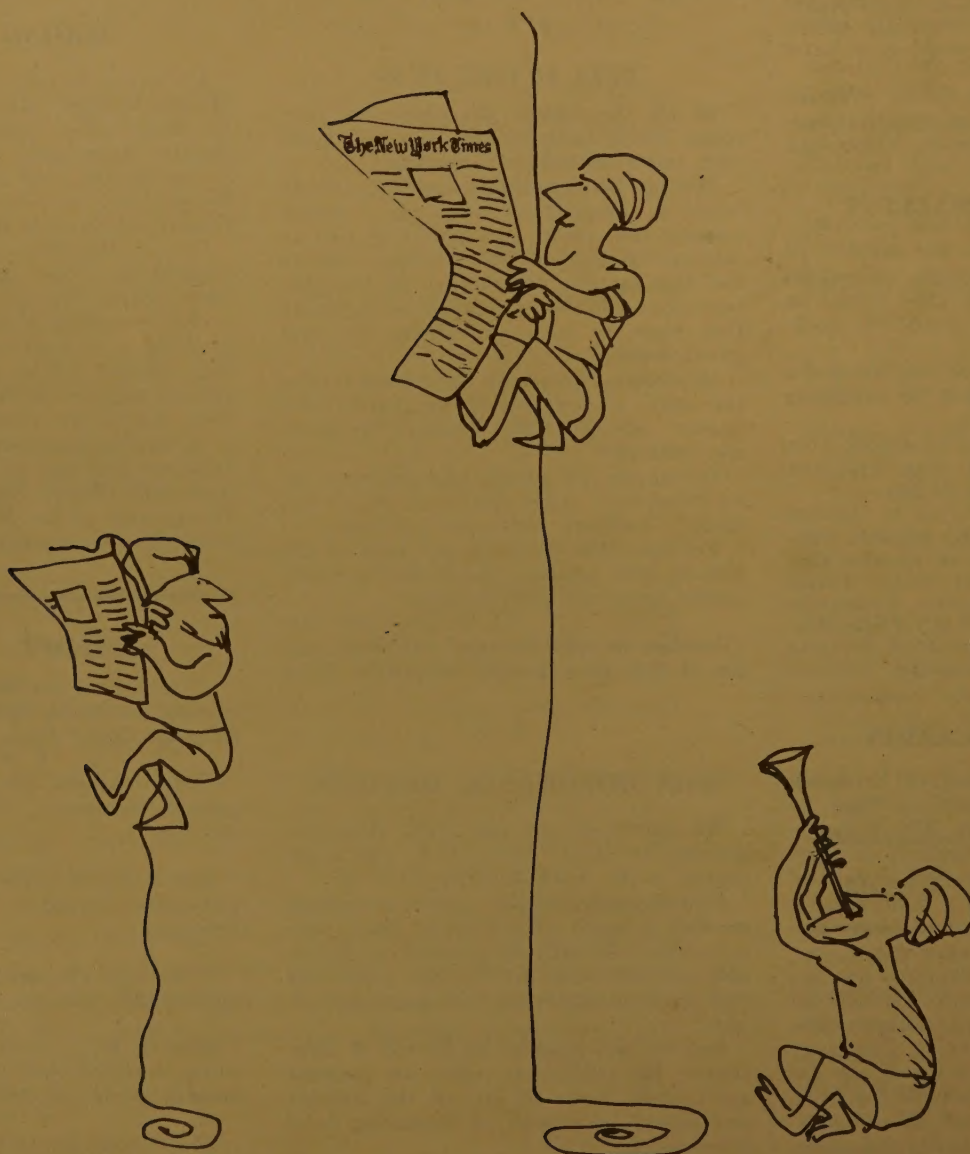
Porambo, incidentally, left the employment of the Daily Journal shortly thereafter.

JOHN MUSGAT

(Musgat is publisher.)

EDITOR & PUBLISHER for May 12, 1973

**The median household
income of weekday
New York Times readers
is 54% higher than that
of readers of the other
New York morning
newspaper.**



Editors split over need for absolute shield law

By Luther A. Huston

Although the American Society of Newspaper Editors has endorsed legislation that would afford reporters absolute protection against forced disclosure to grand juries, judges or other investigating bodies of confidential information and sources, the editors attending the Society's 73 convention were divided as to the need for enactment of a federal shield law.

After a panel had discussed the question, President J. Edward Murray called for a show of hands by some 500 editors on three questions, namely, those who favored an absolute bill, those who favored a qualified bill, and those who preferred no bill at all.

The hands were not counted but it appeared that about 25 per cent favored an absolute bill and an apparent equal number a qualified bill. A preponderant number of those who raised their hands, however, indicated that they would be happy with no bill.

A leading speaker on the panel, the moderator of which was Robert Fichenberg, of the *Knickerbocker News* and *Schenectady Union-Star* and chairman of the ASNE's Freedom of Information Committee, was Senator Alan Cranston, of California, co-author with Senator Edward Kennedy of the strongest absolute protection bill yet introduced.

Senator Cranston said that the Watergate case demonstrated the need for an absolute bill and urged the media to continue to press for enactment of his bill. He said that he and Senator Kennedy were working on Senator Sam J. Ervin, Jr., chairman of the Judiciary Subcommittee, which is considering the dozen or more bills that have been dumped in the hopper, to report out their bill, instead of the one Senator Ervin himself introduced. He said Senator Ervin had rejected their suggestion, and asked the editors to continue to press for his bill and reject the Ervin measure.

Representative Tom Railsback, Illinois Republican, the ranking minority member of the House Judiciary Subcommittee, allied Senator Cranston's bill unrealistic and said that Congress was "not going to buy it." He favored a bill which the minority members of the Kastenmeier subcommittee have sponsored which would afford what he called "two tier" protection, namely absolute protection from disclosure to grand juries or congressional investigators, and qualified protection in judicial proceedings.

Journalists who appeared on the panel were also divided. John Lawrence, head of the Washington bureau of the *Los Angeles Times*, strongly favored the absolute shield. Lawrence went to jail for a few hours last February when he refused to turn over to a court tapes of a recorded

interview by a member of the Times staff with a man who figured in the Watergate investigation.

Charles Bennett of the *Oklahoman* and *Times*, was not convinced that a federal shield law was necessary and pointed out that investigative reporters had exposed the Watergate scandal without protection of shield legislation. A federal shield law, he feared, might open the door to some form of government regulation of the press, such as licensing of newsmen and censorship.

Charles Bailey, of the *Minneapolis Tribune*, said he was not impressed with the argument that the press could rely on the First Amendment and the courts to protect freedom of the press and their confidential relationships with news sources. He didn't like the proposal of Rep. Railsback but favored a qualified shield. Bailey was insistent that even if no federal law was enacted, ASNE should continue to press for shield laws in the states.

Senator Ervin has called shield legislation the most complex he has ever had to deal with and Fichenberg agreed. One of the complexities, he pointed out, was defining "newsmen" and whether the definition should include authors, pamphleteers, etc. Richard M. Schmidt, Jr., attorney for the ASNE wondered if the definition should be broad enough to cover "corporations," that is publishers, as well as individual newsmen, so that bosses might, in some case, go to jail instead of their reporters.

Council objectives outlined

The primary objective of the Twentieth Century Fund's National News Council, is "to open up a trustworthy line of communication between the media and the public on their common right to know," Justice Roger Traynor, chairman of the Council, told the editors.

"The Council is not Congress and it can make no law," he said. "It has no power to regulate. It has no sanctions except publicity, for which it must depend on the media. Its very lack of ties with officialdom should allay the fretfulness of those who imagine that it could possibly create an atmosphere of public watchfulness that would in time render the public receptive to government regulation of the media."

Justice Traynor, former Chief Justice of the Supreme Court of California and now a teacher at Hastings College of Law, was the speaker at a panel titled "National Press Council: Threat or Opportunity." Eugene Patterson of the *St. Petersburg Times* was moderator and members were A. M. Rosenthal, managing editor of the *New York Times*, Anthony Day editorial page editor of the *Los Angeles Times*, John Hughes of the *Christian*

Science Monitor and Kenneth MacDonald, of the *Des Moines Register & Tribune*.

Justice Traynor said it was essential "to be clear about what the Council is and what it is not." It is, he said, "an appropriate media to insure informed objectivity" and is concerned with "the accuracy and fairness of news, not with editorial opinion. It is not a business bureau or style center for critiques of budget columnists or column-crankers. Neither is it a whitewash or a gloss center for the media." The Council is chartered, he said, "to serve the public interest in preserving freedom of communication and advance accurate and fair reporting of the news; to affirm the values of freedom of expression in a democratic society" and to "promote public understanding of those values and the responsibility of the public as well as the media for their preservation."

Rosenthal objects

Rosenthal disagreed as to the need or value of press councils. Editors should think of it he said, not as a council, but as press prosecutor, a press judge, and a press jury all in one. What proponents were saying, according to Rosenthal, is that the press cannot be fair and accurate and serve the needs and demands of the public's right to know. That is not true.

The press council, the Times managing editor asserted, could lead to standardization of the press and is antithetical to the whole concept of a free and independent press. If the press accepts "this kind of intermediary," said Rosenthal, it is accepting the idea that the press is a public utility, subject to official regulation.

Hughes favored an impartial judge of the performance of the press and thought the press would gain a lot from an independent monitoring of its performance. The Council, he said, would not act as a "twentieth century star-chamber" but would support editors more often than it would criticize them. The credibility of the press, he thought, would be strengthened by cooperation with the Council.

Hughes wasn't sure that the Twentieth Century Fund's Council is the right agency to make the appraisals necessary to strengthen credibility but said "I'm for giving it a fair try."

MacDonald did not think press councils would constitute a danger to press freedom. The first amendment guarantees a free press but not a responsible press, he said, and the press council might disarm critics of press irresponsibility. He thought that there is a threat to press freedom today but it did not come primarily from Administration critics or press council proposals. "I think the primary threat stems from the disaffections and suspicions of readers, many of whom question whether we are giving them fair, accurate and significant news coverage. If there were not this background of reader disaffection, there would be little to fear from governmental critics and there would be little public support for judges who send reporters to jail for performing their historic duty."

(Continued on page 10)

MacDonald didn't know whether the proposed press council would prove beneficial to the public and the press but saw no reason why "the experiment should not be made" and he thought a "continuing posture of refusal to cooperate" was not in the best interests of the press.

Tony Day, however, thought the press council "would do some mischief and we should oppose it." He named three premises on which arguments in support of councils are based and said all three are wrong.

One false premise was that the chief failing of the American press is its recklessness. The opposite was true, he maintained, and the press suffers "more from timidity than recklessness, more from inhibition than extravagance."

A second false premise Day said, was the idea inherent in press councils that "there is some set of clearly defined and agreed upon standards by which the press can be judged." The press, he said, doesn't work by rules and "you can't codify our craft. You can't regularize it or regulate it.

"The third false premise," Day said, is "that somehow the press needs some kind of institutional defender to defend it against politicians and the public. We don't. We are a part of politics; we are a part of public life. We don't want to be protected from either.

"We need all the help we can get from the public and politicians to defend ourselves against official arrogance—executive and judicial—but if we need the help of a press council to defend ourselves we are already lost."

Women in journalism

The question of whether women journalists can expect a fair and equal chance at executive jobs in editorial departments was discussed in a committee report and by panelists at the convention. The consensus appeared to be that while equality had not been completely achieved prejudices were breaking down and prospects of the feminine sex were looking up.

The report of the Women's Rights in Journalism Committee, of which Clayton Kirkpatrick of the *Chicago Tribune* was chairman and Judith W. Brown, *New Britain* (Conn.) *Herald* "vice-chairlady," disclosed some results of a survey, comprised of questionnaires sent to 1,649 daily newspapers.

One questionnaire asked editors whether they thought women should be advanced to top executive positions. Approximately 500 male editors answered that they believed women have the ability to fill top management positions and 62 of them indicated plans to promote women to such positions. Only two male editors said they did not think women should be so promoted and 444 said they had no plans to promote them to high level management jobs.

A second questionnaire, directed to women who have attained management jobs, brought replies indicating that wom-

en fared better on small newspapers than larger ones and reflecting optimism that progress on smaller papers might lead to more progress on larger ones. About 44 per cent of the women executives believed there is less discrimination in journalism than in other professions.

On the panel, Juanita Greene of the *Miami Herald* said that she was "bothered by the suspicion that she hasn't ever been involved in management decisions" because she is a woman. She was certain it was sex discrimination. She said that she had seen men less capable than she was appointed city editor while she was passed over. "I don't want to be a man," she said, "but it would have been nice to be an editor."

Ellen Goodman of the *Boston Globe* and Sally Bixby Defty of the *St. Louis Post-Dispatch*, were panelists with somewhat divergent views. Miss Goodman said that in order for women to be successful in news rooms they must be "defeminized." She said that newspapers represent the "white male establishment" in which women and blacks are the outsiders and they should "break out together." Miss Goodman is editor of the *Globe's* Home Furnishings department.

Miss Defty, the first woman city editor of the *Post-Dispatch*, said that her newspaper did not have women in management positions and that the problem of female reporters was that they get "all the junk assignments" while the men get the good ones. She thought this system should be reversed.

Talent drain

"Why Newspapers Lose Top Talent" was the subject of a panel, moderated by Gene Roberts of the *Philadelphia Inquirer* with Gay Talese, author of "The Kingdom and The Power" and "Honor Thy Father," Joe McGinnis, author of "The Making of a President," Gail Sheehy, contributing editor, *New York Magazine*, and Richard Wald, President of NBC News as participants.

Talese said that if he had stayed with the *New York Times* much of what he did would be repetitious and, by inference, boring. Also, at 32, he realized that newspaper reporting was a young man's game and that youngsters should have a chance to do their stuff.

Asked by an editor how much ego figured in his decision to leave active journalism, Talese acknowledged that it was a factor, but Wald told the editors that "if you don't have ego in city rooms you are in trouble."

Gail Sheehy said that the limitations on personal style and expression of points of view was often a reason for top talent leaving the city room. Editors won't let reporters write their stories the way they want to, cut their leads and mutilate their journalistic prose, she said, while magazines encourage writers to write their own style and come up with a different point of view.

McGinnis said that the basic function of newspapers is not conducive to the desires of writers and that people just happen to like writing books more than writing for newspapers. He said he felt he had gone as far as he could in journalism so he quit and became an author.

Wald said that greater opportunity rather than more money, was a primary reason for many reporters leaving journalism. He also mentioned things the copy desks do to drive some reporters out of journalism, and said others left because the journalism of today lacked the romanticism of earlier eras.

What's wrong with press

Ben H. Bagdikian and Gloria Steinem frequent and persistent critics of newspapers and editors, told editors to the faces that they were not doing a good job and consequently were losing favor in the eyes of the public.

"Unfortunately," he said, "there isn't much reason for most of the American press to congratulate itself about Watergate and associated crimes. This administration, or at least its highest staff members, knew how to use the big lie and precious few newspapers had the desire or the competence or the guts to do anything about it. The average newspaper including most of the big ones, did precious little for their country when it counted, which was during the campaign before people voted."

There are 2200 accredited correspondents in Washington, Bagdikian said, but no more than 14 reporters were put on Watergate full time for any substantial period during the fall presidential campaign.

"Armies of reporters, sometimes in hundreds, practiced herd journalism picking up every trivial detail and repeating it a thousand times on the standard, stereotyped surface events of the campaign. A baker's dozen covered the biggest political story of our time."

Ms. Steinem sounded something of the same keynote, declaring that newspapers should reform the system of political reporting. She criticized the judgment of editors in the way campaign and other news was reported and displayed.

Bagdikian saw the fact that the "newspaper industry is the third most profitable category in the country" as affecting attitudes toward investigative reporting, implying that publishers had an eye on profits rather than service to the country.

"Two-thirds of the countries newspapers," he asserted, "have corporate reasons to fear a President who is ready to use his Department of Justice for political reasons," referring to the fact that newspaper mergers need the approval of the Attorney General to avoid antitrust charges.

Ms. Steinem, who was called a female chauvinist by one editor, said that newspapers should reform their policies about reporting on such issues as abortion and the equal rights amendment.

On the panel with Bagdikian and Steinem was Joseph H. Weston, editor, publisher, and distributor of the *Sharp Citizen*, described as "a journal dedicated to the destruction of tyranny and the perfection of democracy," published at Cave City, Arkansas. Weston's major complaint was that newsmen "are too damn lazy to do your own work." Newsmen accept stories from government offices, he said, and "operate government propaganda stations" instead of exposing the crimes, inaccuracies and malfunctioning of government agencies and bureaucrats.

It was 'Nix-picking' time at the counter-convention

By Hillier Kriegbaum

Approximately 1,500 journalists attended the second A. J. Liebling counter-convention in Washington last week to hear discussions ranging from how to resist subpoenas to what to do with a senator's wandering hand on a woman reporter covering the capital's cocktail parties.

Although convening in the heady euphoria a few days after the President's press secretary had apologized publicly to the *Washington Post* and its investigative team assigned to cover Watergate, the sessions combined an obvious pride in press performance with a considerable humility. The counter-convention was organized by [MORE], New York City journalism review and was a follow-up on last year's meeting in Manhattan.

Twice during the Saturday night plenary session, an audience of more than a thousand gave standing ovations and tremendous applause to newsmen who were cited. First was at presentation of the second Liebling Award to Homer Bigart, retired *New York Times* reporter, after David Halberstam cited his former colleague as "the reporters' reporter for our decades." A few moments later a special citation was accepted by Bob Woodward of the *Washington Post's* Watergate investigative team. It was a scroll with a quotation from Ronald Reagan's apology.

Watergate is top topic

Like a shadow on a sunny day, Watergate and its coverage came up at every discussion regardless of the assigned topic. The counter-convention, nicknamed Liebling II," probably faced up to more in-house problems of working news people than any other convention this spring. At age two, it had attained sophistication and maturity, but the discussions were not all solemn and not without strife.

For instance, Art Buchwald, who moderated a Watergate panel after the Saturday night presentations, brought laughs with many references to the present administration and its attitudes toward the press. Some attendees displayed a large banner from the ballroom balcony at the plenary session showing the President with earphones and the slogan, "Nixon's the one." Earlier several panelists corrected references to "newsmen" to news persons after shouted protests from women in the audience.

Discussions included such topics as techniques for effective investigative reporting, impact of wire service decisions on news play around the country, reliability of "reliable sources," whether syndicated columnists can be "cosmic" three or four times a week, and effectiveness of full-time White House correspondents in view of how the Watergate story broke.

A panel of metropolitan editors attending the American Society of Newspaper Editors—foil for this year's counter-

convention—and representatives of the alternative press, at different sessions, both told of their problems and their attitudes toward journalism and working reporters.

Keynote by Geyelin

Keynote of the counter-convention was established at the first session in a speech by Philip L. Geyelin, editor of the *Washington Post* editorial page. He said that he never had been prouder of "our profession, in general, and of the newspaper I work for in particular and, even more precisely, of those two reporters, Woodward and (Carl) Bernstein, and their editors on the news side—the people who have brought us, against almost impossible odds in the early days, the story of Watergate." The performance, he said, demonstrated that "hard-nosed, talented, tireless, relentless reporters and news editors—and even editorial writers—can break open a vitally important story and explain it and define it and keep it alive, in the face of the most repressive and dishonest efforts of the government."

He added that "for a long time to come" government officials will find it difficult "by the squalid technique of trying to discredit the profession in general and some of its practitioners in particular" to refute or render "inoperative" what these officials see in newspaper that they don't like.

"Where we have lost public confidence in a very fundamental way," Geyelin said, "is where we have failed to remain sufficiently conscious of our one overriding obligation, which is *not* to make money, although we must make money, and *not* to win prizes, however gratifying that may be, and *not* to nourish the egos of reporters or editors, however much they need nourishing, but to conduct a solid and continuing relationship with our readers. We worry too much about our relationship with government. We worry too much about our relationship, in a competitiveness sense, with each other. And in the process, we worry too little about the reader."

The editor said that reporters too often were "short-order cooks serving up too much, in an effort to tell as much of the day's news as possible" and in the process neglecting to provide what the public "absolutely needs to know to participate as useful citizens in the process of government." For example, papers report brief accounts of street muggings, rapes and other crimes but neglect that sub-strata story about the trend of crime and what is being done about it.

Returning to Watergate coverage, Geyelin pointed out that insufficient news was printed during the campaign when the President and his administration sought renewal of a lease on the government.

"And so, while we are hailing the

triumphs of the moment, we ought to look also at the particular kinds of waywardness that kept this story from catching hold until the early months of this year. The story was there; we know that now. Some of us were into it—and not all of the reasons why it didn't take hold have to do with the efforts of the government to smother it or the curious reluctance of the public to accept or absorb what seemed to be compelling evidence of the mind-boggling nature of wrong-doing by responsible people in the highest offices in the land."

He said competitive instincts led to ignoring the story media rivals were unable to get at. The wire services, he claimed, by and large ignored the story despite all their resources and the syndicated columnists held forth on "more cosmic matters" because they didn't have time and resources for it.

Subpoena guides

For several hours on Friday afternoon, reporters who had been subpoenaed or their papers' counsels told "how to fight back." Guidelines brought up at this session included the following for what one panelist called the "secret police state" that is already here:

****Say, over and over again, that you are a reporter covering a story and thus your First Amendment rights are being violated. This will set the legal grounds for subsequent appeal.**

****Insist that all statements be recorded.**

****Have in your pocket the name of an attorney to call. Be sure he knows about civil rights and police procedures and is not just some expert in constitutional law and how to argue before the U. S. Supreme Court.**

****Consider having your own lawyer who will be "loyal to you." Generally your paper will pay for him, too, in addition to its own attorney.**

****Cut the names of your confidential news sources out of your notebooks. About the first thing that law officers do is look for address books.**

****When you make your one phone call, be sure to tell the attorney succinctly the details so that your side of the story will get out to media as well as the police version.**

****Be sure to give the attorney on this phone call information that you want your editor to have (You may be missing some deadlines) and what you want to tell your wife and family. (One panelist said that his mother first got word of his arrest from the media and he wished she had been warned in advance.)**

****Establish contact with civil liberties group's lawyers in your community. You may need their help.**

During the subpoena discussion, several references were made to a contempt citation against two Baton Rouge, La., reporters who printed news of a trial after the presiding judge had prohibited any news stories. A fine of \$300 was imposed, but the case is being appealed to the U. S. Supreme Court to test if a potentially illegal ban on publication can be broken before it has been upset through the legal process. To break this form of censorship is comparable, it was pointed out, to publishing the Pentagon Papers.

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8 newsmen and 3 papers are awarded Pulitzers

By Lenora Williamson

As had been generally anticipated, the *Washington Post* has won the 1973 Pulitzer Prize for distinguished public service in recognition of its 1972 investigation of the Watergate scandal. The Post was doubly honored this year as the Pulitzer Prize for commentary went to its political reporter, David S. Broder.

Another widely expected award was made to Associated Press photographer Huynh Cong Ut, 22, for the photo of a small Vietnamese girl running from a misdirected napalm attack. The picture used repeatedly in newspapers around the world had already made a clean sweep of spot news in six other major news photography competitions.

The *Chicago Tribune* won a Pulitzer Prize for general local reporting by an investigative task team which uncovered flagrant violations of voting procedures in March, 1972, primaries, and the *Sun Newspapers* of Omaha, Nebraska, received the special local reporting award for uncovering the extensive financial resources of Boys Town, Nebraska.

The prize for national reporting was won by Robert Boyd and Clark Hoyt of Knight Newspapers for their disclosure of Senator Thomas Eagleton's history of psychiatric treatment resulting in his eventual withdrawal as Democratic vice presidential nominee.

Max Frankel of the *New York Times* won the international reporting prize for his coverage of President Nixon's visit to China.

The editorial cartooning prize was not awarded this year for the fifth time since 1922. The editorial writing category has an equal number of non-award years since 1919.

This year's prize for distinguished editorial writing went to Roger B. Linscott of the *Berkshire Eagle* in Pittsfield, Massachusetts.

Brian Lanker, staff photographer of the *Topeka (Ka.) Capital-Journal*, won the Pulitzer for an outstanding example of feature photography for his sequence on natural childbirth, exemplified by his photograph "Moment of Life."

Ronald Powers, *Chicago Sun-Times*, won distinguished criticism prize for his writings on television.

The prizes, with exception of the public service citation which carries a gold medal, are \$1,000. The 57th annual awards in journalism, letters, and music were announced by President William J. McGill of Columbia University in New York May 7 after the trustees approved recommendations of the Advisory Board on the Pulitzer Prizes.

In Washington, the Post's managing editor Howard Simons said that the award of the gold medal for public service "brings singular honor to this newspaper and especially to its young and hard-digging reporters, Bob Woodward and Carl Bernstein. Coverage of the Water-

gate affair was a newspaper-wide effort and receiving the Pulitzer Prize is a newspaper-wide joy.

"Receiving a second Pulitzer Prize—for the commentary of David Broder, who is the best political reporter in the country—makes it a double joy."

The award to the Post for its Watergate investigations followed one week after White House press secretary Ronald L. Ziegler apologized to the newspaper and the two reporters for earlier accusations of "shabby journalism" and "a blatant effort at character assassination."

Bernstein and Woodward have won the Sigma Delta Chi, Drew Pearson, Heywood Broun, Sidney Hillman, Missouri, and George Polk awards for their Watergate investigations.

Picture of war

In Saigon, "Nick" Ut said he thinks his Pulitzer Prize photo of 9-year-old Phan Thi Kim Phuc, who had ripped off her burning clothes as she ran from the napalm area, will show the world "how terrible war is." Ut himself was wounded a few feet from the spot where he took the picture four months later.

He has lived his entire life in war. "So far I only see the fighting. But someday I hope to see peace. I hope peace comes soon. But people in the villages don't believe it." Of his professional life, Ut said, "I'm a photographer in the field. Wherever the action is, I want to go." His brother, Huynh Thanh My, an AP combat photographer was killed in 1965 while on assignment. Ut joined AP the next year as a darkroom technician, and then start-

ed taking photographs. He plans to use the \$1000 prize money for his mother, seven brothers, and a sister.

China notebook

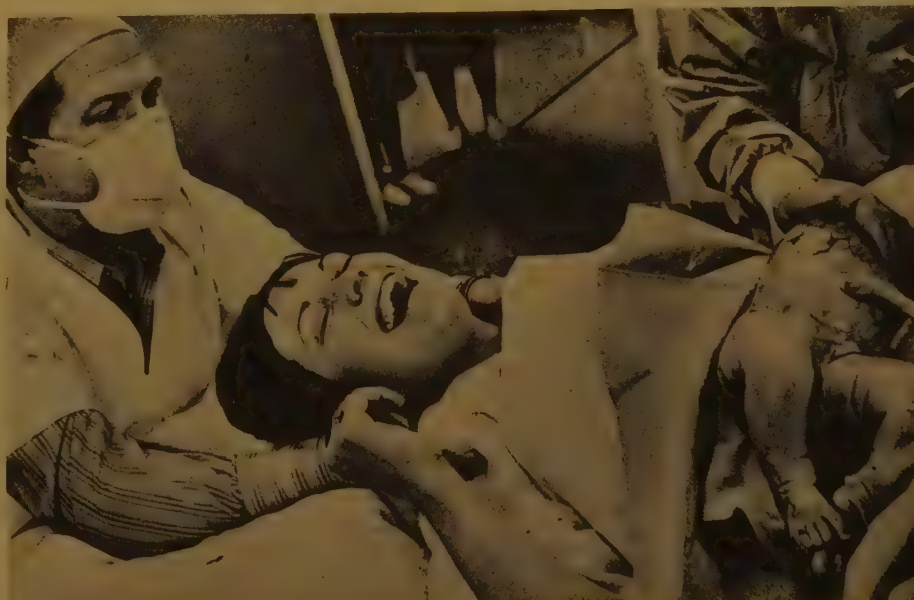
Max Frankel, now Sunday editor of the *New York Times*, won the Pulitzer award in international reporting for his eight-day and night solo coverage of President Nixon's visit to China in 1972. Frankel wrote thousands of words daily on the President's meetings with China's leaders and columns of observations titled "A Reporter's Notebook."

Frankel received his BA degree from Columbia College in 1952 and went to work for the Times on the strength of his earlier work as campus correspondent. He finished his master's degree in 1953 while working as a reporter. Frankel became a foreign correspondent in 1956 and for several years was based in Moscow. In 1961, he went to Washington, and was named Times bureau chief in 1968.

This year's special local reporting honors went to the weekly Sun Newspaper of Omaha, whose 7 editions have a circulation of about 48,000. The uncovering of the large financial resources of Boys Town, documented as a net worth of at least \$209 million, led to changes in the organization's solicitation and use of funds contributed by the public. The Sun Newspapers published a special section in March, 1972, which revealed that the institution, while increasing its net worth by \$16 to \$18 million annually, continued to issue appeals for aid in some 33 million letters sent to the public. One immediate result was a pledge of \$70 million of additional funds for new programs.

Other weekly papers have won Pulitzer Prizes in the 57-year history of the awards in various categories, although most have gone to dailies.

The Sun group investigation was conducted by five of the 22-member editorial staff directed by Paul N. Williams, man-



A PULITZER PRIZE for feature photography has been awarded to Brian Lanker, 25, staff photographer for the Topeka Capital-Journal, for "The Moment of Life" showing a mother's joy at the birth of her daughter in St. Francis Hospital, Topeka. Parents Jerry and Lynda Coburn allowed Lanker to make a memorable photographic sequence on the natural childbirth.

ing editor, with the active support of publisher Warren Edward Buffett. Williams said after being chosen Journalist of the Year by the Nebraska chapter of Sigma Delta Chi, last June that "if I do not keep looking for those stories—and keep telling them—we run the risk of losing the right to publish them. So I insist that we use that right—as wisely as we can—not to attack the system, but to describe it and to make constructive change possible."

Williams explained that the Sun papers make lists of such stories and run feasibility studies to decide whether they can do a given story, how much research will be needed, and what kind of expert interpretation it may need. The Boys Town story was on such a list and the subject of a feasibility study several months before it was printed. The papers criticized the program, but made no allegations of wrongdoing and reported none.

No bland editorials

Background material accompanying the Pulitzer Prize announcements observed that there "isn't anything very bland about Roger Bourne Linscott's editorials in the Berkshire Eagle." The newly proclaimed Pulitzer prize editorial writer is a former *New York Herald Tribune* book review columnist who, upon deciding one day he wanted to be a reporter, walked over to the out-of-town news stand in Times Square to look for a newspaper that was good." He picked the Berkshire Eagle in his native state and has worked there ever since. He's a Harvard graduate, who served in the Pacific as a Navy man during World War II, and then launched his writing career in New York.

Now associate editor of the Eagle, Linscott has been editorial page editor. His editorials rebuking two hospital boards in Pittsfield for refusing to participate in a family planning project resulted in one hospital reversing its position. Linscott helped head off a \$213-million highway project in Berkshire county, contending that other needs were more important; and the City Council set up a commission to study ways to improve the local bus service after critical Linscott editorials appeared.

Eagleton tip

Two members of the Knight Newspapers' Washington bureau Robert Boyd and Clark Hoyt, received the Pulitzer citation for national reporting for their work in exposing the medical background of Senator Thomas Eagleton, following his nomination as Democratic candidate for vice president.

After a tip to the *Detroit Free Press* from an anonymous caller, John S. Knight II, editorial writer and grandson of the group's editorial chairman, urged the informant to get more information and meantime got word to Hoyt, who was already in St. Louis researching Eagleton's background. The chain of events led Hoyt and bureau chief Boyd to the truth about Eagleton and while they had enough to go with their story, they confronted Frank Mankiewicz, adviser to Senator George McGovern, July 23 and said they intended to write the story but that fairness required giving Eagleton an opportunity to respond simultaneously. They asked to

The prize winners...



Ut



Lanker



Boyd



Hoyt



Broder



Frankel



Powers



Linscott

talk with him and gave Mankiewicz a two-page memo about evidence Hoyt had assembled in a 10-day investigation in Missouri. Because they insisted on corroborating their story with Eagleton and his doctors, Boyd and Hoyt were to be denied an exclusive. On July 25, Mankiewicz suddenly notified the reporters that Eagleton would have a public press conference within 20 minutes to discuss his medical history.

Lee Hills, president of Knight Newspapers, commented after the Pulitzer Prize announcement: "The work of Bob Boyd and Clark Hoyt in winning for Knight Newspapers its 15th Pulitzer Prize was, we believe, an extraordinary example of the American press functioning at its best. Boyd and Hoyt vigorously searched out facts, then acted within self-imposed restrictions to be certain that the public would have full opportunity to judge for itself all sides of the news before it."

"At a time when the credibility of the press was suspect in many quarters, when the press itself seemed often under attack, we believe their handling of the Eagleton story provided a benchmark by which both our critics and our colleagues might measure press performance at its best."

Hoyt is a 1964 graduate of Columbia College who became a newspaperman after two years on Capitol Hill as a research assistant. He went to *Lakeland* (Fla.) *Ledger* as a beginning reporter and joined Knight Newspapers in 1968, being assigned to Washington two years later. Boyd, a 1949 Harvard graduate, has been a newspaperman for 20 years, starting at the *Lafayette* (La.) *Daily Advertiser* as a reporter. From there he went to state editor of the *Benton Harbor* (Mich.) *News-Palladium*, and in 1957 to the *Detroit Free Press* and the Knight Washington bureau in 1960. He has been bureau chief since 1967.

Champagne corks popped in the Chicago Tribune newsroom while editor Clayton Kirkpatrick stepped up on a desk and toasted his news staff for winning a Pulitzer Prize in general local reporting.

"You keep the Pulitzers coming and we'll keep pouring the champagne," exclaimed Kirkpatrick to the accompaniment of cheers and shouts.

To prove that he meant his toast for the entire staff, with a special bow to George Bliss, chief investigator for the Tribune and the task force which for many months probed Chicago's scandal-ridden primary election of March 21, 1972, Kirkpatrick ran pictures of Bliss and the task force personnel on page one (May 8), a complete wrapup on back page with photos and vote fraud headlines, with a box headlined: Honor roll for a Pulitzer. This list included Bliss and reporter William Mullen (the undercover man in the election board office) and other task force reporters Pamela Zekman, William Currie and Philip Caputo, and other staffers as well as members of the Better Government Association helping with the investigation.

It is the second Pulitzer for the Tribune in two years, and in both Bliss, who won his own Pulitzer in 1962 for exposing corruption in the Metropolitan Sanitary District, was involved.

The radio and television critic of the Chicago Sun-Times Ronald Powers, 31, was vacationing in Santa Monica when informed he had won the prize for criticism. It was the third Pulitzer Prize for Sun-Times staffers in four years.

James Hoge, Sun-Times editor, said Powers "combines a mature and balanced sense of criticism with a keen appreciation of humor and irreverence. It's great to see the quality of his work." Powers, a former *St. Louis Post-Dispatch* sportswriter and suburban news reporter, has been the Sun-Times critic since 1969. He says he tries to write on behalf of the viewer rather than the broadcast industry.

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Shaheen plans business daily for New York

A new afternoon business daily, aimed at competing with the *Wall Street Journal*, will begin publication in New York City by the end of 1973.

The new newspaper, tentatively named the *New York Press*, is being planned by millionaire industrialist John M. Shaheen. Shaheen revealed his plans during a conference sponsored by *Oil Daily*, a trade newspaper. Shaheen is the owner of Shaheen Natural Resources, an oil paper and chemical company.

Bruce Mair, former president of the defunct *Newark* (N.J.) *Evening News*, is involved in early organizing efforts for the new daily.

Mair confirmed Shaheen statements, which appeared in a *New York Times* article last weekend, but added he didn't "care to elaborate."

In the *Times* article, Shaheen said he decided not to compete with New York's general circulation dailies. Instead the *New York Press* will challenge the *Journal* because "that's where the money is." The Shaheen paper will include half business and financial news and half general news.

Shaheen has set an initial goal of 300,000 readers. He said he expects to attract readers by giving the news ahead of the morning *Journal*. "We'll beat them by 15 hours," he said.

Shaheen's statements end several months of rumor and speculation. It has been previously reported (E&P 4/14/73) that Shaheen had placed an order for Goss Metro offset presses capable of printing 60,000 newspapers of 144 pages per hour.

Shaheen told the *Times* these presses are already being installed in a building at 525 W. 52 St. The building had housed Triangle Publications, *Morning Telegraph* until the *Telegraph* folded over a year ago.

Shaheen said the total newspaper staff will be about 250 people; production will be totally automated.

The afternoon daily will be priced in the 15-25 cent range, Shaheen said, with circulation primarily at newsstands in more affluent areas in New York City. The paper will be a full size sheet, possibly using color on the front page each day.

Shaheen said hiring for the paper would begin after next month.

Abitibi's price raised

Abitibi Paper Co. Ltd. will raise the price for newsprint \$5 a ton to its Canadian and United States customers, effective August 1. New prices will be \$175 a ton in New York. \$173 for southern U.S. states and \$166.75 in Canada.

The announcement follows similar moves by a number of other Canadian producers.

Great Northern's paper to cost more in South

Great Northern Paper Co., a division of Great Northern Nekoosa Corp., announced May 7 it will raise the price for newsprint \$5 a ton to its New England and Mid-Atlantic customers and by \$6 a ton for its Mid-West and Southern region publishers.

The effect of the price increase, which becomes effective July 1, will be that Great Northern newsprint will cost \$175 in the Mid-West and South as compared to \$174 for New England and Mid-Atlantic papers. The price differential in the South is \$2 higher than what the Canadian newsprint companies are charging in these areas. The Mid-West price is competitive.

Ben Appleton, GN's newsprint sales manager, said the higher price in the South was made necessary by increased freight costs.

Prior to this price increase, Great Northern had a universal price of \$169 a ton.

ASNE board elects Deck president and Hays vicepresident

Officers elected by board of directors of the American Society of Newspaper Editors at its 1973 convention are Arthur C. Deck, executive editor of the *Salt Lake Tribune*, president; Howard H. Hays, editor of the *Riverside* (Calif.) *Daily Press Enterprise*, vicepresident; Warren H. Phillips, editorial director of the *Wall Street Journal*, secretary, and George Chaplin, editor-in-chief of the *Honolulu Advertiser*, treasurer.

Phillips, Hays, and John H. Sengstache, of the *Chicago Daily Defender*, were reelected to the Board of Directors. New members elected to the board are Robert Chandler, of the *Bend* (Ore.) *Bulletin*, Eugene C. Patterson, of the *St. Petersburg* (Fla.) *Times*, and Robert P. Clark of the *Louisville* (Ky.) *Courier-Journal*.

The Society amended its by-laws increasing from seven to 20 the number of members from newspapers of less than 20,000 circulation daily that can be elected in any one year. These are limited to one active membership per newspaper.

Walter W. Krebs retires as editor

Walter W. Krebs has stepped down as editor of the *Johnstown Tribune Democrat* a position he held for nearly 50 years the paper announced. Krebs was succeeded May 1 by George Fattman executive editor.

Krebs, who was succeeded by Richard H. Mayer as publisher of the paper in 1963, will remain as president of the *Johnstown Tribune Publishing Co.*

Press Council announces 15 appointments

The composition of the fifteen-member National News Council was announced May 8 by its chairman, Roger J. Traynor.

Of the fifteen members, nine are public members, and six are representatives of the news media.

The Council's establishment was urged last November in a unanimous report by an independent task force appointed by the Twentieth Century Fund. The Fund is one of the eight foundations that will provide financial support to the council for a trial period of three years.

The National News Council will be concerned initially with national news suppliers including wire services, news magazines, network tv, and public tv and radio. It will attempt to fulfill the role of "ombudsman," investigating complaints brought by both the public and news media, and issuing reports on matters affecting the national press. It will have no coercive power.

The members, apart from Traynor whose appointment was previously announced, are:

Public sector—

Joan Ganz Cooney, president of Children's Television Workshop, creators of "Sesame Street;" Thomas B. Curtis former Missouri Congressman and now vicepresident and general counsel of Encyclopaedia Britannica, recently resigning as chairman of the Corporation for Public Broadcasting; Irving Dilliard, former editorial page editor of the *St. Louis Post-Dispatch*, now Ferris Professor of Journalism at Princeton University; Albert Gore, former U.S. Senator from Tennessee, now chairman of the board of Island Creek Coal Co., Cleveland; Dorothy Height, director of the Racial Justice Center of the Young Women's Christian Association and president of the National Council for Negro Women; Rev. James Lawson, Jr., pastor of Centenary United Methodist Church; Robert McKay, dean of New York University Law School; and Sylvia Roberts, Baton Rouge attorney and head of the Committee on Rights for Women of the American Bar Association's Section on Individual Rights.

Media members—

Loren Ghiglione, editor and publisher of the *Southbridge* (Mass.) *Evening News*; Mary Ivins, co-editor of the *Texas Observer*; Ralph Otwell, managing editor of the *Chicago Sun-Times*; Ralph Renick, vicepresident and news director of WTVJ-TV, Miami; William Rusher, publisher of *National Review*; and R. Peter Straus, president of Strauss Communications, Inc., which operates radio station WMCA in New York.

A Twentieth Century Fund spokesman said that to date donations and pledges totalling \$800,000 have been received. A goal of \$1.2 million has been set to cover the Council's first three years of operation. The Twentieth Century Fund will contribute \$100,000 a year to the Council.

EDITOR & PUBLISHER for May 12, 1973

Weekly editor

READERS LIKE NEW-OLD LOOK

It happened this spring, from one issue to the next and without any warning or explanation.

The February 21 issue of the *Brown County Democrat* in Nashville, Indiana featured the wide-open, modular, quasi-magazine-style makeup that had earned the newspaper regular prizes for layout. The February 28 issue was the bomb. Straight up-and-down layout, using only column heads and none larger than point. No pictures on page one. The way it art out front was a reproduction of a cartoon drawn in 1918.

I just sat back and waited. Then the phone began to ring.

The more polite callers among The Democrat's 2,700 subscribers merely wanted to know what in the world had happened.

"Was somebody drunk when you put the newspaper together this week," asked one man.

The friendly editor of a daily in the next county phoned to observe, "You set journalism back 200 years."

That was kind of the idea.

And in the next issue of The Democrat, I did some more explaining.

Front page explanation

In a front page signed column beginning at the top of the lefthand column, I wrote:

"The Democrat, in recent years, has looked like a pretty good modern newspaper. . . . But, The Democrat has looked pretty much like every other modern newspaper that employs the better concepts of contemporary design. Brown County, I think, is different. And I believe Brown County deserves a different-looking newspaper."

About the newspaper's new-old look: The Democrat will be evolving a format that is based on the way newspapers looked in the 19th Century, in the early days of Brown County."

After the printed explanation, there was a brief lull in reader comments.

Then, we began to hear from the other side.

Reader comments

Readers began to say that they found it easier to get through the paper. Continuations weren't a problem for them. When you reach the bottom of a column in The Democrat you move to the top of the next column. The jump line at the end of column 8 on the front page reads "Please turn the Page." And, on the inside, each page jumps to the following page.

One reader commented that when a story wrapped around another story in the former format, he would often miss the story in the shoulder even if it was in the front page. He didn't have that problem with the up-and-down format, he said.

Perhaps the most interesting experi-

EDITOR & PUBLISHER for May 12, 1973



OLD LOOK—Greg Temple, editor, publisher and owner of the Brown County (Ind.) Democrat, looks over a copy of the weekly newspaper's new-old format, which is designed to reflect its origins of 103 years ago. (Photo by George Tilford, Indianapolis News)

ment, is the mixture of stories we provide on each page. The front page is no longer reserved for the hard stuff. We mix little news and big news together throughout the paper, pasting stories up pretty much as we get them done.

A negative reader reaction was, "I don't know where anything is anymore." And then the person added, "Now I have to read the whole paper."

That, too, was the idea. Prior to the format change, the Democrat was, for a weekly, highly departmentalized. Related stories were grouped. All the country correspondents appeared under the same standing head.

It finally dawned on me that all the hours I was spending on layout and head-writing every week to make the paper easy to read were, in fact, making it easy not to read.

I was brought up on metropolitan dailies where the emphasis was on helping the reader wade through scores and even hundreds of pages each day.

We run 8, 10, maybe 12 pages a week, and skimming and selection are not problems for Democrat readers. I am convinced that weekly community newspapers have an entirely different mission

than the metros and a different kind of readership.

More time to write

One problem for a tiny staff like the Democrat's five employees is time.

We've found that the new format is much, much quicker to put together and that we all have more time to work on improving the content of the paper.

As the owner and publisher, that means more writing, which is what I enjoy most in the business.

I now find that I can take a half day or maybe even a whole day to research an important backgrounder. Before, about all I had time to do was go to the meetings and write cover stories.

By eliminating the multi-column heads and all the white space the Democrat used to devote to them, an 8-page issue has room for new features that I have been wanting to add. They take the form of columns on genealogy, arts, crafts and country cooking—all important facets of life in Brown County, which have made it one of the Midwest's best-known tourist attractions.

Summing up the change, I think the Democrat is becoming a more intimate reflection of the community it tries to serve. The tone of the paper is more relaxed—I know I am since I don't have to struggle every week to fill the front page with heavy stuff—and, I think, page for page the Democrat is more natural.

Liebling II

(Continued from page 11)

lishing the Pentagon Papers before exhausting all legal remedies—in that case, going to the Supreme Court. Many lawyers contend that a court order which may be invalid must be obeyed until appeals have been completed, even if this means silence for days or weeks. Journalists insist that this curb has to be upset through appeal, if possible.

Several news women during a panel on "How Women Cover Washington: Do They Need a Special Style, View, Portfolio of Other Refuge?" said that they did not consider themselves "ghettoized."

Sally Quinn of the Washington Post said that she found government officials were working at night, even if in black ties, when they went to parties and that they would confide information to women that they would not say to men reporters. Henry Kissinger, she claimed, was a "sucker" for women and reported that once he walked past a group of men without a comment only to give a 15 minute interview to a 15-year-old girl editor of a school paper. Quinn said that when she was working she carried a notebook and pencil so that there could be no post-publication claims that she had hidden her identity. Some friends, she said, suggested that at private parties she should wear a sign telling public officials there "Not Working."

Kandy Stroud of *Women's Wear Daily* said that she considered all politicians "my enemies" and thus did not get involved in any "friendship games." Other panelists agreed that news women and politicians generally had an adversary relationship—or should have.

Asked about advances from male politicians they had to interview, Marlene Ciments of the *Los Angeles Times* replied, "I was never fondled—in the course of an interview." Sally Quinn said that she tries to get the message across if politicians' hands misbehave. She told of once accepting a ride home from a party when it was raining and the politician tried to paw her. When she protested, he asked, "Do you think I'm running a taxi service?"

The panel conceded that covering Washington social events was still mainly a white woman's world. Some told of difficulties in writing objective stories about women's liberation when they felt strongly about this matter. Ciments said that she would try to cover a breaking story, if need be, "even if it broke my heart" to do so. She conceded that she undoubtedly would have a bad tinge of guilt for possibly hurting the women's movement.

At the Saturday night panel on Watergate, Woodward praised *Time*, New York Times, the *Los Angeles Times*, and *Newsweek* along with his own paper, the Washington Post, for uncovering details. He said that many ASNE editors were congratulating themselves when most of their papers didn't carry the early stories. Woodward proposed that media reexamined the ITT case and "just about everything else that has been done" by the

Nixon Administration.

Robert Smith, former New York Times reporter now at Yale Law School, said that often investigative reporters receive "spiritual merit badges" and sometimes Pulitzer Prizes for their efforts and then as aging investigators are put in competition with youngsters. The old-timers have little specialized content background, such as science or ecology, when news executives have "gone crazy over expertise."

Frank Mankiewicz, George McGovern's political director, said that much of the Watergate information came out before the election and that Judge John J. Sirica read the Washington Post, thus having some idea of what was going on. Mankiewicz said that the margin of Nixon's victory would have been different if the voters had realized the implications of Watergate, but he doubted that Nixon would have been defeated in any case. Although he felt the President's performance was outside the boundaries of politics, he cautioned that the presumption of innocence should not be given up.

Garry Wills, author of "Nixon Agonistes," said the public had "hired" Nixon and part of the job was to get the protesters, professors, and press. He urged the media not to let the Nixon Administration off the hook despite the general public indifference when the Watergate first came out.

Panelists generally agreed that "reliable sources" might be highly unreliable. For instance, Victor Navasky, author of "Kennedy Justice," said, "One man's reliable source" may be another man's "informant." Leslie Gelb of the Brookings Institute and the Pentagon Papers team, pointed out that in the present administration Henry Kissinger was the only "reliable source" about foreign affairs except the President himself because literally, they were the only ones that knew what was going on. Thus, there was room for press manipulation.

John Lofton of the National Republican Committee and editor of its "Monday," was the only Republican still in good Administration standing to participate in the convention and he got a few boos before he started to speak. Asked why "Monday" had carried nothing on Watergate, he said, "I tell people we carry no advertising." He cited Jack Anderson's two-step standard of reliability: Good enough to go on radio and good enough for print. Lofton said that although the New York Times had corrected a flawed recipe he had been unsuccessful in trying to reach James Reston about an alleged error in political reporting.

Assigning AP and UPI

What should be the chief assignments of Associated Press and United Press International was debated Sunday. Critics claimed—and wire service representatives agreed—that both had been late in assigning full-time reporters to the Watergate story. (Recently AP had eight correspondents on Watergate.) Many on the panel argued that the real assignment of the services was to watch the "rat holes" and report what was going on rather than to send a large task force out on one story. Gene Roberts, *Philadelphia*

Inquirer, said that wrap-ups putting fact on trends in some perspective might be more useful to readers than blow-by-blow short takes of spot news. Tom Power, formerly with UPI in New York, told of the "tyranny of the wire" forcing AP and UPI reporters to handle endless stories they didn't understand themselves. He added that he left the wire service because he did not want to watch "rat holes" for the rest of his life.

Grant Dillman, UPI Washington bureau chief, reported that the wire services were moving more and more to interpretation analysis and background stories and that beats were being organized by subject areas, such as merging the formerly separate Senate and House staffs into one congressional team. Although it had been announced early at a counter-convention session that Wes Gallagher, AP general manager, had said no AP representative could sit on a "Liebling II" panel, two of the wire service's staff members were on hand. They were Carl Leubsdorf and Barry Schweid. They candidly admitted the wire services' difficulty in holding good people because they could get better paid and easier work elsewhere and that economic competition between AP and UPI might permit broadcasters to avoid paying their full share of news costs.

At a panel on White House coverage Sarah McClendon, syndicated columnist and reporter, defended news people assigned full-time to the White House and praised them as a fine, educated bunch. She recalled a former administration when some journalists began their questions with "Mr. President, would you entertain a question on . . ." She said there wasn't much of that these days. Robert Semple, Jr., one-time New York Times White House correspondent, said he did not find too much difference between Nixon White House news coverage and other recent administrations. He reported that President Kennedy was "more insidious" because he treated reporters as equals which was flattering, and hinted that they could have a role in policy making. President Johnson, Semple said, ran "a mass sage parlor school of journalism" and literally kneaded a correspondent in his private office as he asked, "Don't you believe me, boy?" He advocated spending less time listening to spokesmen and more checking sources outside the White House.

The counter-convention was not without its own counter activities, just as at the New York City convention last year when a panel on minorities in the newsroom was hastily added after protests. The National Organization of Woman (NOW) scheduled what it called "an educational adjunct" to the [MORE] program and held a news conference which overflowed to the second floor elevator lobby of the Mayflower hotel, where the regular sessions were held in formal ballrooms. Susan Shiffer of Group W Broadcasting said that it should no longer be necessary for women in media to follow the formula: "Think like men, work like dogs." Florence Kennedy, founder of the Feminist Party, claimed that media were trying to stereotype all females so that they looked alike or to portray every difference of opinion as a "hair-pulling" contest.

One News Plaza.

The beautiful new address of The Buffalo Evening News.



This new office is a stunner, smart and highly efficient. We'll match it against any newspaper offices anyplace.

Give us a little more time to shake it down — and then come see us. We want you to share our pride and pleasure.

Even in a new building, though, we'll be following an old goal. It was first set forth when the Evening News was founded in 1880:

To excel in news coverage and public service.

We will continue to be informative, interesting, and useful.

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

Richmond papers produce paginated classified section

Classified pages in the *Richmond* (Va.) *Times-Dispatch* and the *Richmond News Leader* are being produced as of April 28 by the new pagination process that was developed by Richmond Newspapers (Media General) Data Processing personnel and produced on a IBM 360 computer and a Harris Fototronic CRT Photocomposer.

All classified ads are punched on paper tape on AKI-TTS machines for input to the 360 computer. The computer has been programmed to set all regular classified type including display lines. It properly hyphenates and justifies the type on a line and stores the ads alphabetically by classification.

The classified section is stored on a disk pack that holds approximately 40,000 average size classified ads. The computer furnishes a printout for proofing purposes of all new ads. If corrections are necessary, they are made and entered into the system where they are re-hyphenated and justified and a second proof is produced for checking. When the section is complete, the 360 produces a magnetic tape to drive the Harris Fototronic CRT Photocomposer.

The Harris Fototronic CRT is a 100 pica high speed Cathode-ray type-setting machine that is capable of setting up to

3,000 characters per second in full width newspaper pages. The machine is a dot generation machine. An electronic beam sends a dot to the face of the screen at the speed of light. It takes approximately 962 dots to create a lower case "a" and it does this at 3,000 characters per second. To create a page of classified advertising



William B. Shields (left), Richmond Newspapers programmer analyst, Roland W. Taylor, administrative manager of classified; and Owen McBrien, director of data processing; all were key figures in the development of paginated classified sections in the *Times-Dispatch* and the *News Leader*.

requires some 5½ billion dots. These paginated pages require approximately 90 seconds each to produce.

Classified ads are printed from the back of the section forward reserving space for classified display and signature cuts and real estate zone map and justifies the type on the page both horizontally and vertically. This electronic equipment also prints column rules, folio lines, group and classification headings and registration marks for the plate making process.

The pages are composed on resin coated photographic paper by the Fototronic and classified production personnel complete the pages by waxing and pasting in signature

cuts and classified display ads. The page is then delivered to the engraving shop where a negative is made and the negative sent to the plate making process.

MEMO: Readers of EDITOR & PUBLISHER
SUBJECT: Request for a capital "C"

"Calgon" is a registered trademark. It identifies only our brand of water conditioning chemicals. "Calgon" brand sodium hexametaphosphate is widely used in the home, in industry and by municipalities.

We respectfully request that, when you use the name "Calgon," use a capital "C" and put the whole name in italics or within quotation marks. "Calgon" is also the name of the company established to market this family of products.

Your cooperation in employing the capital "C" whenever you use the name "Calgon" will be appreciated.

Yours sincerely,

Calgon Corporation

CALGON CENTER
PITTSBURGH, PA. 15230



Kentucky association to move headquarters

Kentucky Press Association headquarters will be moved within the next month into a suite of offices in the new Capital Plaza in Frankfort. The Association offices are presently located at 203 West Second Street, Lexington, Ky.

The 103-year-old organization occupied offices on the campus of the University of Kentucky from 1942 until 1967 when it moved to the West Second Street location. The new address for the headquarters will be 63 Capital Plaza.

Also making the move to Frankfort will be Kentucky Press Service, Inc., advertising representative for Kentucky newspapers and operators of a clipping service and The School of Journalism Foundation, which awards annual scholarships to students in Kentucky journalism schools.

Of the 163 Kentucky newspapers 132 are active members in the Kentucky Press Association.

Install pollution control

WHISS II, an ink mist prevention system developed by Wood-Hoe is now being installed on the 45 Wood press units at the new *Buffalo Evening News* plant.

San Jose's county

NO. 1 IN NORTHERN CALIFORNIA

now has higher retail sales than any one of 15 states



San Jose's county
\$2.9 billion retail sales

Compare it locally With 1973 retail sales projected at \$2.92 billion, San Jose's county (Santa Clara) tops neighboring San Francisco's county by more than \$1 billion . . . Oakland's county by nearly \$½ billion.

And nationally Higher retail sales than any one of 15 states . . . higher than the 8-county Indianapolis Metro Area . . . the Seattle-Everett Metro Area . . . almost equal to the 7-county Cincinnati Metro Area even with its 300,000 population bulge over San Jose's 1,166,000. • Sales Management's Metro Area Projections to 12/31/73

Check your ad coverage In retail sales, in population, in high incomes—in fact, in 65 significant market indicators—San Jose's county is now the leader in Northern California. So make sure that your advertising follows suit. Start with the San Jose Mercury and News and you'll reach nearly 60% of the households in San Jose's county. That's five times the coverage of any other daily newspaper.

For more on the Northern California market—what's happening now and what's projected to happen by 1980—send for this fast reading new book.

Gerold Zarwell, Mgr.
Marketing Dept., Mercury and News
752 Ridder Park Drive, San Jose, CA 95190

Please send me "Marketing Opportunities in the \$10.5 billion San Francisco Bay Area"—a fast reading, hard cover book packed with up-to-date information on the heart of the flourishing Northern California market.

☐ Check here if you would also like to receive documentation of Santa Clara County's "65 Firsts."

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

San Jose Mercury and News

Two of the Ridder Newspapers and members of Million Market Newspapers, Inc.

Financial briefs

GANNETT

A 25% gain in operating earnings and new highs in revenues and net earnings for the first quarter of 1973 were reported by Gannett Co., Inc.

Net income before goodwill amortization was \$5,235,000, up 25% over \$4,191,000 for 1972. Consolidated revenues of \$69,331,000 were 9% above \$63,379,000 in 1972. Amortization of goodwill of \$189,500 in 1973 (\$176,500 in 1972) resulted in net income after amortization of \$5,045,500, a gain of 26% over \$4,014,500 in 1972. An extraordinary gain in the 1972 first quarter of \$197,500 had increased final net income for that quarter to \$4,212,000.

Earnings per share for the first quarter before goodwill amortization reached .26¢, compared with .21¢ in 1972, an increase of 24%. Amortization of goodwill of .01¢ per share in 1973 (.01¢ in 1972) resulted in earnings per share after amortization of .25¢, an increase of 25% over .20¢ in 1972. The extraordinary gain in the 1972 first quarter of .01¢ per share had increased final earnings per share for that quarter to .21¢.

Advertising linage for the first quarter was up 8.6%.

TIMES MIRROR

Net income of The Times Mirror Company for the first 12 weeks of 1973 advanced to \$10.3 million from \$5.8 million earned in the first quarter of 1972, Dr. Franklin D. Murphy, chairman of the board, reported.

Earnings per share for the first quarter amounted to 31¢, compared with 17¢ per share in the first quarter of 1972.

Revenues for the same period reached \$149.2 million, up from \$123.1 million last year, an increase of 21%.

Dr. Murphy said the nation's strong economy in the first quarter, and particularly the continuing high level of activity in the forest products area, was a major factor in the improved results.

TOTAL LINAGE

Twelve Weeks Ended	
March 25, 1973	March 26, 1972
Los Angeles Times	24,956,021
Dallas Times Herald	13,949,907
Newsday	9,437,411
Orange Coast Pilot	4,611,922
Combined Newspapers	52,955,261
	23,192,511
	12,894,283
	8,752,931
	4,424,756
	49,264,481

LEE

Net income and revenues of Lee Enterprises, Incorporated rose to new records for the second quarter and first six months of its fiscal year, David K. Gottlieb, president, announced.

For the first six months net earnings amounted to \$2,337,991, compared with \$1,914,043, an increase of 22% over the comparable prior period. Earnings per share rose to 69 cents from 62 cents reflecting a 10% gain. Revenues for the first six months totaled \$22,390,313 in comparison with \$20,265,325 a year earlier.

Earnings per share have been computed using the weighted average shares outstanding. This properly reflects the dilution caused by the issuance of 350,000 additional shares on January 18, 1972.

Newspaper and broadcasting revenues for the three months ended March 31, rose to \$10,461,301 from \$9,623,012 in the same quarter a year earlier. Quarterly earnings totaled \$781,012, or 23 cents per share, compared with \$700,715, or 22 cents per share in the comparable quarter last year.

POST CORP.

Post Corporation reported first quarter earnings of \$246,103 or 27 cents a share, compared with \$244,198 or 26 cents a share for the same period last year.

Including capital gains, earnings were \$263,094 or 28 cents a share this year, and \$257,537 or 27 cents a share last year.

Sales, not including the firm's principal insurance subsidiary, increased by 5.7 per cent to \$4,134,000.

Post said its newspapers and broadcasting operations showed strong growth during the quarter, but this was somewhat offset by lower insurance earnings caused by high fire losses during the winter. Consolidated earnings—principally from newspapers and broadcast stations—increased by 21 per cent to \$177,000 but profits of All-Star Insurance Corp. dropped by 29 per cent to \$68,000.

CAPITAL CITIES

First quarter 1973 consolidated net income amounted to \$4,062,000, up 16% from the amount reported for the comparable 1972 period, according to an announcement by Thomas S. Murphy, chairman.

Gains were principally attributable to increases in broadcast sales.

The Belleville News-Democrat was acquired in June, 1972 in exchange for 12,000 shares of stock and was accounted for as a pooling of interests. According to consolidated earnings for the first quarter of 1972 have been restated to include those of this newspaper.

BOOTH

During its annual meeting the management of Booth Newspapers, Inc. said the total earnings for 1973 are expected to show at least as great a percentage increase as that reported for the first quarter which ended March 31.

For the first three months, Booth reported earnings per share rose 19 percent to \$0.38, from \$0.32 in the corresponding 1972 period. The 1972 figure has been restated to include Parade Publications Inc. on a pooling of interests basis.

Also at the meeting, the company shareholders approved an increase in the amount of authorized common stock from 6 million shares to 12 million shares and change in the par value per share from \$1.25 to \$0.50. The proposal to increase authorized shares was made "to establish a sufficient reserve of shares for the development and expansion of the company's business and for such other corporate purposes, including stock dividends and stock splits and acquisitions, as the Board of Directors may deem advisable if and when the need therefore shall arise."

RIDDER

The acquisition of the Wichita Eagle and Beacon has been completed with the purchase by Ridder Publications Inc. for cash of 100% of the outstanding shares for \$40,500,000 plus a \$1,215,000 finder's fee and a contingent payment in the event the Eagle and Beacon achieves certain earnings for the 12 months ending September 30, 1973.

The way for the sale was cleared with a ruling from the U.S. Court of Appeals for the 10th Circuit in Denver, which denied an injunction sought by Victor Deland, owner of 16% of Eagle and Beacon stock. A Federal District court in Wichita has ruled earlier that it could find no fraud in the "actions of Paul R. Kitch, a director of the Eagle & Beacon and the company's attorney, and Britt Brown, Eagle & Beacon president, in negotiating the sale, including provisions in the contract of a finder's fee for Kitch and a contract for Brown are not involved in any right of changing the articles" (of incorporation).

THOMSON

Thomson Newspapers Ltd. reports net income of \$4,711,334 for the first quarter of the year compared with \$3,799,936 during the same period last year. Profit per common share after payment of dividends on preferred shares was 9.1 cents for the three-month period this year and 7.5 cents a year earlier. The 1972 figure is adjusted to reflect a stock split. Net sales for the quarter were \$34,994,568 this year and \$31,547,427 last year.

IMPORTANT NOTICE

LINOTYPE SUPPLY CO., INC.

**IS PROUD TO ANNOUNCE THAT THE
MERGENTHALER LINOTYPE CO.**

**has appointed us their Authorized Distributor
for parts, matrices and supplies.**

LINOTYPE SUPPLY COMPANY, INC.

8 BEACH STREET, N.Y.C., N.Y. 10013

This free 12-page booklet



shows you how to lower your high volume transmission costs.

You have enough problems keeping up with the latest trends in the business without getting mired in the pros and cons of facsimile transmission systems. That's why we've assembled a mass of key information on

this burgeoning field, and put it into a concise little booklet. You'll find out in minutes whether Victor's

Scanatron System is for you. It's clearly not intended for casual or low volume usage. But if your business requires high volume transmission—and we'll tell you how high is high—you can effect substantial savings in your costs.

Send in this coupon for information on Scanatron applications to your industry. There's no obligation, so do it today.



EP-512

VICTOR GRAPHIC SYSTEMS INC.

Scanatron Facsimile/Electrowriter Systems
3900 North Rockwell Street, Chicago, Ill. 60618
Subsidiary of Victor Comptometer Corporation

Please send me your Scanatron System booklet that describes facsimile applications for my industry.

NAME

TITLE

COMPANY

ADDRESS

CITY

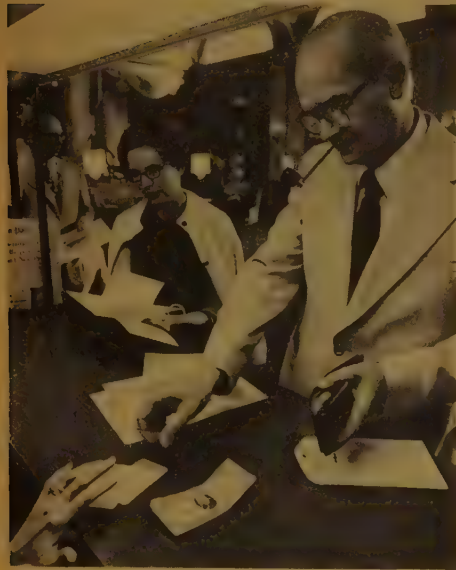
STATE ZIP

ASNE Faces

(Photos for E&P by Pat Young)



GETTING SOME ADVICE—Arthur Deck, executive editor, Salt Lake Tribune, and new president of ASNE, exchanges views with Dr. William Masters, the other half of the Masters-Johnson team, who were featured speakers at the meeting.



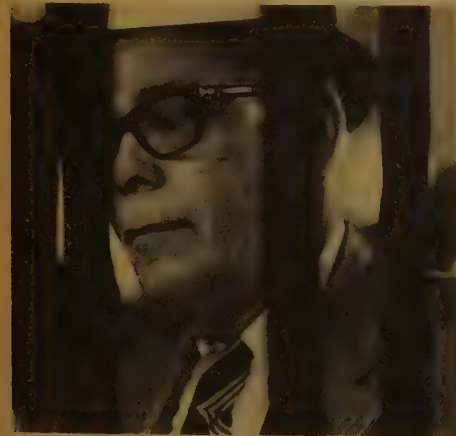
"\$20, PLEASE"—Perry Morgan, editor, Akron Beacon Journal, and his wife, antes up his registration fee.



DERICK DANIELS, executive editor, Detroit Free Press, addressing the editors. Daniels served as program chairman.



GLAD TO SEE YOU—Norman Isaacs (right) extends greetings to Charles R. Buxton, editor and publisher of the Denver Post.



BEHIND BARS—No, John N. Popham, managing editor, Chattanooga Times, was not jailed for refusing to disclose his sources. E&P's photographer, Pat Young, got this shot as Popham was registering for the meeting.



TAKE FIVE—John H. Colburn, Landmark Communications (left) and Richard P. Sanger, editor, Wilmington (Dela.) News-Journal, pass the time between sessions.



TODAY'S AGENDA—Mr. and Mrs. John Stallings, managing editor, Corpus Christi Caller-Times discuss the day's upcoming events.

EDITOR & PUBLISHER for May 12, 1973

For your new computerized typesetting system, equipment is not the main issue.

When we select and install the components for your computerized typesetting system, each component will be the best possible choice for your unique needs. But equipment isn't the main issue.

Software is.

The computer is a slave to its software. Inefficient software means an inefficient system. Our software is more efficient because we know and understand typesetting thoroughly. We specialize solely in *typesetting* software. We are the only systems supplier that does.

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Classified clinic

ANCAM CONVENTION

June 24-28 have been set as dates for the 53rd annual Association of Newspaper Classified Advertising Managers Conference aboard the Queen Mary in Long Beach, California, according to ANCAM president Harland M. Henry, classified advertising manager of the *Mercury-News*, San Jose, California.

Ray Bisso, *Long Beach Independent Press-Telegram*, is general chairman of the conference.

Assisting Bisso on the conference committee are Paul Mahoney and Don Clark, *Los Angeles Times*, co-program chairman; Dick Marshall, *Pasadena Independent Star News*, entertainment chairman; Chuck Rathburn, *San Gabriel Valley Tribune*, exhibits chairman; C. B. "Chick" Eastwood, *Santa Monica Outlook*, early bird prize chairman; Cliff O'Day, *Santa Ana Register*, awards chairman; Jack Harpster, *South Bay Daily Breeze*, promotion chairman; Harry Gooss, *Fullerton Tribune*, registration chairman; and Mrs. Ray "Delores" Bisso, women's activity chairman.

An outstanding program has been set for CAMs attending the four-day conference. Among the highlighted speakers will be John Wooden, head coach of the UCLA

basketball Bruins; William Gove, nationally known speaker, lecturer and trainer on motivation; Jack Kauffman, President, and Steve Van Osten, vicepresident classified division, Bureau of Advertising; and Tyler MacDonald, President of N.W. Ayer/Jorgensen/MacDonald, Inc., and an authority on consumerism.

Other speakers include Angelo Musante, director of data processing, *Los Angeles Times*, on computerization; Stuart Neffler, vicepresident, Western Division, and Tom Copeland, director of marketing and Behavioral Research, Copley International Corp., on classified research; and Herbert Hawkins, owner of Herbert Hawkins Realty, one of Southern California's largest independent real estate firms.

John Van De Water, president of Van De Water Associates, Inc., will speak on developing management; and John Hammond, president of the American Motivational Institute, will speak on using the telephone to make appointments, and overcoming sales objections.

Two panel discussions are also slated, led by ANCAM secretary Frank Harris; and by William Golding, president of Classified International, and Ted MacDon-

ald, president of Harrison C. MacDonald Inc., Services.

An entertainment program has already been arranged for CAMs and their spouses. The annual opening-night dinner dance will feature the Keith Williams Orchestra for listening and dancing; while Wednesday night's Classified Carnival will spotlight comedian Stu Gilliam and the ANCAM Players.

Complete tours of the Queen Mary and her museums have also been arranged, including a cocktail party in the famous Jacques Cousteau Living Sea Museum.

Ladies activities include a tour of Universal Studio, with lunch in the commissary; a visit to the historic Rancho Los Alamitos home and gardens; lunch at the Long Beach Marina Yacht Club; and various beauty and craft demonstrations.

Children attending with their parents will be treated to a day at Disneyland, another day at Lion Country Safari; trip to the beach; and hospitality suites for teenagers and for younger children.

One of the highlights of the conference will be the presentation of the prestigious James A. McGovern Award, which goes annually to the person who has contributed the most to the growth of classified during the past year. The award will be presented by Har Henry.

Awards will also be made by EDITOR & PUBLISHER for outstanding classified promotion; and by ANCAM for outstanding International Want Ad Week projects and Best Ad of the Year Awards.

Promotion

By George Wilt

IN THE HAWAIIAN CLASSROOM

A free curriculum guide for teachers using newspapers in their classrooms is the pattern for most newspapers with Newspaper-in-the-Classroom programs.

But in multi-racial, multi-language Hawaii, the approach is different.

The Hawaii Newspaper Agency which represents both the morning *Honolulu Advertiser* and the afternoon *Honolulu Star-Bulletin*, has published 17 individual instructional booklets and one Idea Kit.

And they are not free.

Teachers help the agency to develop the booklets. Teachers wishing to use them pay slightly more than the cost of printing. The approach is very successful, according to Mrs. Barbara Edwards, community relations manager, who developed the program.

"We've sold hundreds of the booklets in the last five years to our own teachers, and we've also sold them in quantity all over the Mainland, and in eleven foreign countries, from Australia to Germany," she said.

Each booklet zeroes in on one particular area. There's one on 100 ways to use the newspaper to teach language arts, arithmetic and social studies to kindergarten children, and also one on how to teach critical thinking to senior high school classes.

The Idea Kit is in two parts. One gives the teacher basic information about newspapers—in particular, Hawaii's newspapers; the other supplies general information, collected from many teachers, on how to use the newspaper.

The booklets are supplemented each month by a mimeographed sheet called Tips for Teachers. This contains new ideas, announcements of workshops, information on new filmstrips, etc. It goes to every school in the state for posting on bulletin boards.

Each booklet, and each copy of Tips, carries the logo of the "Newspaper-in-the-Classroom" program. It's an Hawaiian boy, sitting at his desk, reading the newspaper. The logo was designed by the Advertiser's cartoonist, Harry Lyons, and goes on everything leaving the Newspaper-in-the-Classroom office.

"The individual booklet approach is successful because they are small, easy to handle, and a busy teacher can get one or two ideas fast," Mrs. Edwards said.

They like the practicality which we stress all the time, and they like not having to go through a large guide."

Prices range from 50 cents to \$1.50. The earlier the booklet was printed the less expensive. Charging is very important, Mrs. Edwards feels.

"It gives value to the work of the teacher who helped prepare the booklet and it gives greater assurance that it will be used. If the teacher pays for it, she is much more apt to read it and use it than if we gave it to her."

The latest of the 17 is on consumer education, and was developed at the request of the adult division of the Department of Education. In the planning stage is one on using the newspaper to teach

English as a second language.

"A lot of teachers are finding the newspaper tremendously valuable for teaching English to foreigners. But we have nothing written down for them even though we've had workshops on the subject." "That's the next topic," said Mrs. Edwards.

Other booklets available in Hawaii, are on "Using the daily newspaper to teach the mentally handicapped," "Using the newspaper to teach vocabulary and writing," "Social studies and the ads," "Teaching Math to slow learners," "The value of putting out a class newspaper," and "Some practical ideas on how to start using the newspaper in the classroom."

The use of the NIC program at the kindergarten level was demonstrated for a group of west coast promotion managers at a regional conference held in Honolulu.

* * *

QUAD-CITY DATE—The *Moline Dispatch* and *Rock Island (Ill.) Argus* have published a new marketing folder, including eight pages of data, demographics, rankings, and marketing information. Also included is coverage information on the market. An insert includes information on the growth of the Rock Island Arsenal, headquarters of the U.S.A. Armament Command.

* * *

MORGANTOWN DATA — A brochure on the *Morgantown*, (W.Va.) *Dominion News* and *Post*, including fact sheets on food sales and outlets, food, public service, education and research industries, chain stores, department and discount stores, special issues, and local industries, is now available. Copies may be obtained from the newspaper, or offices of Mathews, Shannon & Cullen, Inc.

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The superbly reliable Sta-Hi stackers.

When you start your presses, make sure there's a Sta-Hi stacker at the other end. Other papers have. So many, in fact, that Sta-Hi's standard 251 stacker has topped the bestseller list for several years. And the compensating 257 stacker has become the industry standard for those papers requiring compensated bundles since its introduction over a year ago. What makes a Sta-Hi stacker such an important front-line component of any mailroom can be summed up in a few choice words: mobility, programmability, reliability, and versatility.

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80 college students to intern on papers

Eighty college students selected through the Newspaper Fund's national competition will soon begin internships on daily newspapers.

Following the summer of work they will receive scholarships from the Fund, a foundation that encourages careers in newspaper journalism.

Newspapers have hired 55 of the interns for work on their copydesks. Most of the remaining 25 interns have already been offered jobs as reporters for the summer months.

After the 55 editing interns finish a three-week course and nine weeks of work on the assigned newspapers, they will receive \$700 scholarships from the Newspaper Fund.

The 25 reporting interns, all of whom are majoring in liberal arts subjects, will receive \$500 scholarships after completing 12 weeks of work.

Block heads IPI

William Block, president and publisher of the *Pittsburgh (Pa.) Post-Gazette*, was elected chairman of the American Committee of the International Press Institute at its meeting in Washington last week. Creed Black, editor, *Philadelphia Inquirer*, was named vice-chairman, and Hugh Patterson, publisher of the *Little Rock Arkansas Gazette*, was named secretary-treasurer. Block succeeds Howard H. (Tim) Hays, Jr., editor of the *Riverside (Calif.) Press-Enterprise*.

The IPI general assembly will be held in Jerusalem June 11-14. The American Committee is making plans for its fourth U.S.-Japanese meeting in Tokyo Oct. 1-3, another Canadian-U.S. meeting early in 1974, and an exchange of telegraph editors with the Japanese to begin in September.

Daily studies suburbs

Newsday, the Long Island, N.Y. daily, began a special series on "The Real Suburbia" in its April 29 edition. The series is an in-depth report which explodes myths about suburbanites, according to *Newsday*.

The series of articles is based on a year-long study directed by Bernie Bookbinder, *Newsday's* senior editor for projects. The study was the first undertaking by Bookbinder's projects team.

Correction

In the tabulation of newspapers controlled by publicly-held groups (April 21, page 14), the eight papers of the Panax group should have had a total circulation of approximately 131,000 instead of the 86,000 published. The listing of the Panax newspapers incorrectly included the "Macomb (Ill.) Daily." The correct listing is the *Macomb Daily*, Mt. Clemens, Mich.



TWO THOUSAND DOLLARS has been awarded to Bob Fila, Chicago Today photographer for this shot of a welder perched 46 floors above the city while working on the Sears Tower. The first-place photo won over 400 entries from amateur and professionals in the second National Construction Photography Contest sponsored by the Associated General Contractors of America. Second prize of \$1500 went to Fred Comegys, Wilmington (Del.) News-Journal and third to free-lancer Day Johnston, a Louisville architect.

Look records donated to Drake University

Cowles Communication, Inc. has announced that many of the files and records of *Look Magazine* have been donated to Drake University, Des Moines, Iowa. The material donated, including research matter for articles, and advertising and promotional material, will also be available for use by students and researchers. *Look* had previously donated most of its photographic file to the Library of Congress, although certain special photographs were donated to the Columbia School of Journalism.

Oliver is a reporter for the New York News

EDITOR & PUBLISHER incorrectly reported in the April 28 issue that the series on prescription drug pricing was the work of Richard Oliver of the *New York Times*. Oliver is on the *New York News*. The series by Oliver recently won the Public Service "Gold Typewriter" Award of the New York Press Club.

Murrow Fellow picked

James Goldsborough, European correspondent for the Paris-based *International Herald Tribune*, has been chosen as the Edward R. Murrow Fellow for 1973-1974 at the Council on Foreign Relations, the council announced today. Goldsborough, a former news editor of the *Herald Tribune*, has covered European affairs for the newspaper since 1967.

Kirkpatrick opposes national press council

Clayton Kirkpatrick, editor of the *Chicago Tribune*, told members of the local chapter of the Public Relations Society of America April 17 that the Twentieth Century Fund's soon-to-be-established national press council was anachronistic.

"Newspapers are better than ever," asserted Kirkpatrick. "They have made good progress historically in closing the credibility gap." He said he opposed press councils in general because they are "based on false premises," and added that press councils assume universal standards of what is true, fair, and responsible. These factors are not easily determined, he said.

However, he did not say his newspaper would refuse to cooperate with the council.

Kirkpatrick participated in a panel discussion which included James Hoge, editor of the *Chicago Sun-Times*, and Sig Mickelson, Northwestern University professor of journalism and former CBS president. The panel was moderated by Louis Martin, editorial director of the *Chicago Defender* and member of the task force that formulated plans for the council.

Hoge favored the idea, although he said he preferred regional councils to a national one. "The public senses a lack of accountability and a lack of effective grievance procedures," he said. "The press council would be useful to foster greater press credibility."

Mickelson doubted the value of the national council, but agreed with Hoge that local councils could be useful. Mickelson warned of the "dangerous state of mind in Washington" toward press freedom.

This may be one answer to America's energy crisis.



It's called resource recovery, or saving what is worth saving from your trash and garbage.

There are hundreds of reclamation centers throughout the United States, in areas where there are enough all-aluminum cans in circulation to make them feasible. Also, where solid waste recovery plants are either operating or being planned, the recovery of aluminum is expected to pay much of the cost. Used all-aluminum cans are worth as much as \$200 a ton.

So resource recovery is possible. And the high scrap value of aluminum

makes it practical. And the tremendous savings in energy make it even more practical. Alcoa has the technology to recycle used all-aluminum cans with just 5% of the energy it takes to make them the first time.

There's not another beverage packaging material quite like aluminum. Only aluminum has all these things going for it: it's lightweight, chills quickly, keeps things fresh, opens with a snap, has high scrap value and can be recycled repeatedly.

Alcoa will pay as much as \$200 a ton to any community reclamation center

for all the used aluminum cans they can collect. We'll pay it because aluminum is a very practical packaging material to recycle.

Alcoa is doing something to help stop the energy drain. We would like to tell you more about it.

Write for our free brochure on energy and aluminum. We'll also send you a list of America's aluminum can reclamation centers and information as to how one community established its center. Aluminum Company of America, 830-E Alcoa Building, Pittsburgh, Pa. 15219.

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Pass it on**

 **ALCOA**

Women's Sections: Are they opening windows?

By June Anderson Almquist
Women's editor
Seattle Times

The tea party is over and the teacups have been taken away. Thankfully, a lot of the clutter on the tea table of women's sections has been cleared away, also.

Thankfully, too, however, the dining room is still there—and the living room and kitchen and bedroom. The home is still there and we are still writing about that.

But most important, the woman and her family are still there, and we women's page writers are becoming more concerned about them. We're following the woman as she goes outside the home—to pursue a career, to participate in politics, to work in her club, to serve her community. And we're following her family, too.

I think the smart ones are opening windows. They've broadened their coverage of women and the family and the home to make it more realistic—to reflect today's life patterns. And they're aiming their news columns not only at women, but at men, too. And they're succeeding. A recent study of daily newspapers conducted by Audit & Surveys, Inc., for the Bureau of Advertising shows that 80 per cent of the male newspaper readers delve into the women's-interest pages.

There are some women's sections around the country that have jumped out the window, and I think that's a mistake. In their eagerness for change, they lost their identity—becoming, at best, general-feature sections and, in some cases, hodgepodge sections.

Common mistakes

I think one trap those women's sections fell into is that they became "happy dumping grounds" for other sections of the newspaper. They found themselves stuck with a lot of the "furniture"—bridge column, coin-collection column, travel puzzles. They became hodgepodge sections.

Some women's sections also made another mistake. In their quest for "new" subjects to write about they went overboard on social issues and attention grabbers. They became filled with articles on rape, poverty, prostitution, venereal disease, alcoholism, sterilization, illegitimacy, homosexuality, malnutrition.

Don't misunderstand me: We should deal with these subjects. But we shouldn't put out sections devoted to nothing but sorrow and strife.

From my remarks so far, I'm sure you can tell that I favor keeping women's sections. In fact, I think they're more important than ever.

There are other windows we've opened: social issues, government and politics; business; education; sports. We're cover-

ing all these fields as they pertain to women and the family. We keep an eye on all of the newspaper's beats, looking for news and features relating to women and the family. And we work cooperatively with the reporters on these beats so that the left hand knows what the right is doing.

We've also opened a window that gives our readers a look at women's news across the state and nation and around the world by increasing our use of the wire services and syndicates. You have to get the cooperation of your wire editor to do this. Luckily, on the Seattle Times, we have a wire editor who's interested in our Woman's VIEW section.

Seek more humor stories

There is a window that's always been open in my section, but today I find that it's difficult to keep it open. That's humor, and features whose sole purpose is to be entertaining.

Humor is getting harder and harder to find. We're always on the lookout for it. And I know our readers want it. All we have to do is leave out Erma Bombeck's column, "At Wit's End," or the "Love Is" cartoon, and our phone begins to ring.

There is another reason why I believe women's sections are important, and this is not an editorial reason but a business reason.

I don't know why, but we editorial people seem to be embarrassed to bring up the dollars-and-cents side of a newspaper: advertising. That's foolish; it's our bread and butter. We know that if the advertising department doesn't fill up the advertising hole there won't be any news hole.

We all know that among the biggest, fattest ads in the newspaper are the grocery ads, the fashion ads, the home furnishings ads. And we know full well why those advertisers want to be in the women's sections: because the major buyers of consumer goods are women. (We women may not have equal rights yet, and we may have trouble getting credit, but somehow we women manage to do most of the buying.) Obviously, the consumer-goods advertiser wants to reach the woman reader. It would be poor business on our part to toss out the window the very section in which he can best reach her.

I have one final reason why I believe women's sections are not merely justified today, but are very important; why they should open windows, but not jump out.

We've been reading about men in the news columns for years and years—businessMEN, sportsMEN, clergyMEN, layMEN, councilMEN, congressMEN. Today, women are coming into their own. Today we should be reading more about women, not less.

But, they need to open windows. We have done so on the *Seattle Times*, and we're still working at it. Here are some of the things we've done.

How to handle romance (engagement and weddings) has been a problem for women's editors since the women's section was born. We've pretty well solved the problem. A couple of years ago we dropped engagements. The kids were getting engaged (or just setting up house-keeping) faster than they were getting married. We decided not to put anything in our section until the couples made legal.

We put strict limitations on wedding (all photos are 1 column, the information is very brief) and set up strict deadlines (photos must be submitted one week before the wedding; if it's an article only, it may come in after the wedding). And these rules apply to all, including the newspaper's executives.

In the past few years we've cut the space devoted to romance to one-quarter of what it used to be. Our pages are not cluttered with weddings. And yet, every wedding photo and or article submitted according to our rules gets published.

We have no plan to drop weddings. Except in cases where the bridal couple are news figures, I consider wedding articles a public service of the paper. There's the old saying that everyone has a right to have his name in the paper three times: when he's born, when he marries, and when he dies. General news takes care of them in the beginning and the end; we take care of them in the middle.

I consider news about community service, cultural and charitable organizations the "meat and potatoes" of women's sections. That's a goodly part of our "local" news. And the women's section that isn't covering the local scene isn't doing a good job. As we all know, a newspaper rises and falls on the quality of its local-news coverage. When a newspaper stops covering the local scene is the day it begins to fold.

Organizations not ignored

Now notice I said we cover the news of the organizations. Long ago we stopped being the means of getting their members to meetings—that's the job of the clubs' bulletins or telephone committees. What we want to know about and report is what the clubs are doing that is of benefit to the community—in short, what they're doing that is of interest to our readers.

There are more women's organizations today than ever before—we'd be fools to ignore them.

Coverage of fashion, food and homemaking still is an important part of women's sections. In fact, even more so today because this coverage has become more of a service to the reader. It's not just lists of recipes and pictures of what's smart to wear next season; now it includes information on how to buy the ingredients for those recipes; what to look for in a garment. It's not just home economics, but also economics.

What I'm talking about, of course, is consumer news. This window has been slow to open, but finally it is opening.

This was a report made by Mrs. Almquist, who has been on the Times' staff since 1951, at the annual conference of Region 1 (Washington, Oregon, Idaho, Montana) of Women in Communications Inc. held recently in Seattle.

FRED and BARNEY drive the **INTERSTATES**

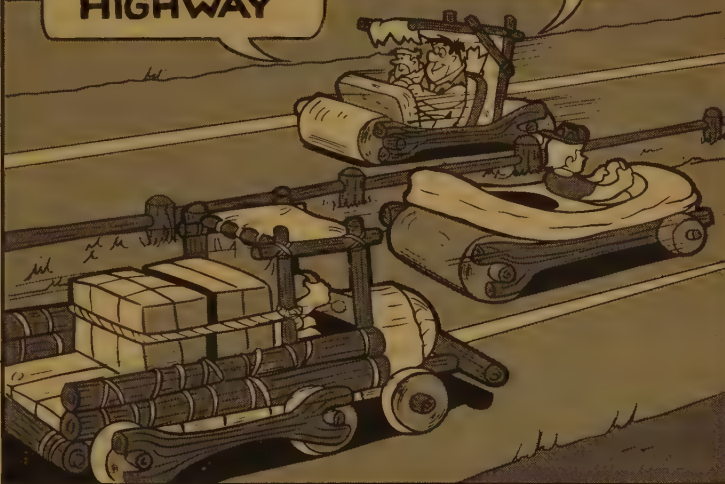
IMAGINE
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OUR NEW
JOBS SOUND
GREAT



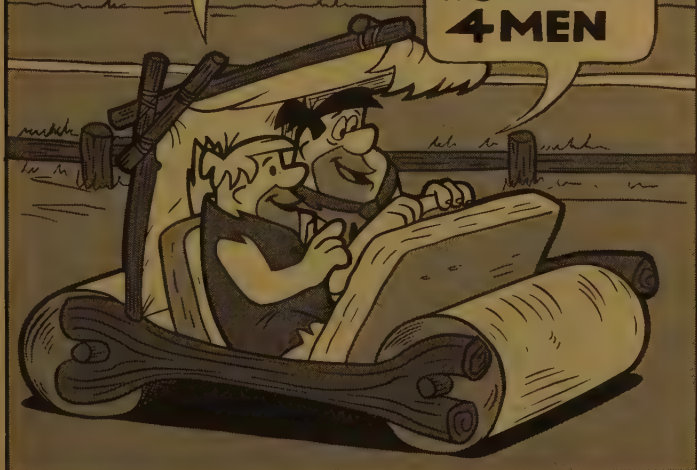
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THE INTERSTATES
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HEY, FRED!
I GOT PROMOTED
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GEE,
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Interstate Highways bring everything closer.
Including job opportunities.

Interstate Highways make employment
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Truck service helps revitalize aging
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Chronicle Publishing is granted license renewal

Turning aside a challenge from two former employees of the company, the Federal Communications Commission has granted license renewals to a subsidiary of the Chronicle Publishing Co. of San Francisco, which also publishes the *San Francisco Chronicle*.

The decision solved more than five years of challenges to the licenses of KRON-TV and KRON-fm. The challenges had been made by two former employees of the Chronicle Broadcasting Co., who charged the Chronicle with "concentration of media control."

The two former employees, Albert Kihn and Blanche Streeter, said that in addition to the radio and tv station, the company also owned the Chronicle, and was part-owner of the only Sunday newspaper in San Francisco. In addition, the Chronicle has CATV holdings in the area.

The settlement rejected this contention, and said that San Francisco was served by 29 daily newspapers, as well as 21 am, and 30 fm radio stations, as well as 7 tv stations, and 34 national magazines.

The FCC ruling said that the joint agreement between the Chronicle and the *San Francisco Examiner*, which permits the sharing of printing and advertising

costs, as well as the sharing of physical plants and profits from the joint operation did not violate the Newspaper Preservation Act.

Pollution campaign wins Sevellon Brown award

The Sevellon Brown Memorial Award was presented by the New England Associated Press News Executives Association to the *Providence Journal* for its 1972 campaign to clean up the Blackstone River.

The *Lowell* (Mass.) *Sun* was cited for its series of articles on country patronage jobs; the *Boston Herald American* for series on taxpayers rebelling and the state fiscal crisis and the *Boston Globe* for stories on auto towing kickbacks to police.

Signed editorial bill

A member of the North Carolina legislature has proposed that newspaper editorial writers must sign the editorials they write. Sen. Herman Moore, of Mecklenburg county, introduced a bill to that effect. It would require a writer violating terms of the bill be subject to a fine of \$100 to \$500 upon conviction.

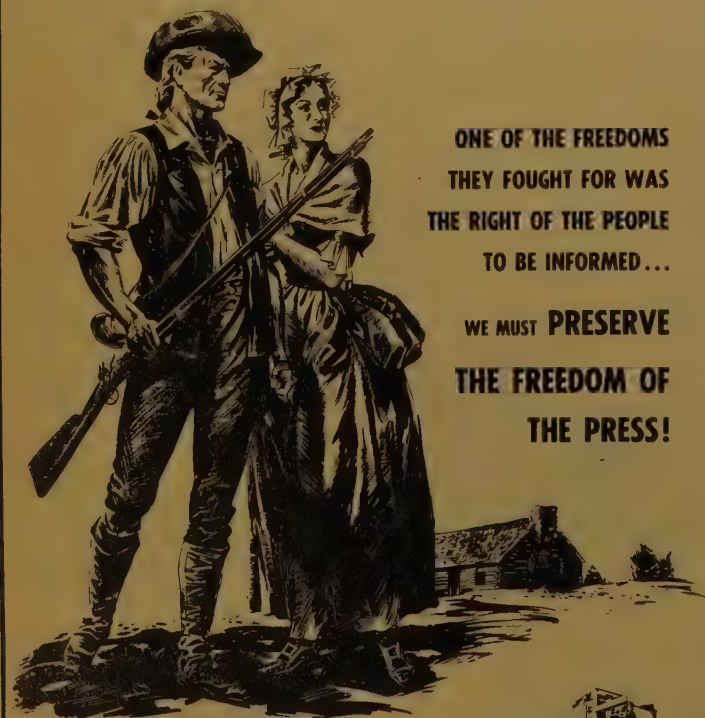
70% of cents-off coupons are in newspaper ads

National advertisers expanded their use of "cents off" promotional coupons in 1972 and newspapers increased their dominance in the field.

A. C. Nielsen Co. reports that 23.4 billion coupons were distributed last year, a 15.3% from the 20.3 billion coupons in 1971. Approximately 16.6 billion of the coupons were distributed in newspapers, including Sunday supplements in 1972. This was a 21.2% gain over the 13.7 billion coupons run in newspapers in 1971.

Newspapers including Sunday supplements accounted for 70.9% of the total coupon distribution in 1972, as compared with 67.3% in 1971. Of the 1972 percentage, 51.3% went into newspapers and 19.6% into Sunday supplements. In 1971, 50.5% went into newspapers, and 16.8% into Sunday supplements.

The 1972 newspaper and Sunday supplement percentage of "cents off" coupon was more than four times as high as the nearest competitor, magazines, which accounted for 15.9% of the distribution.



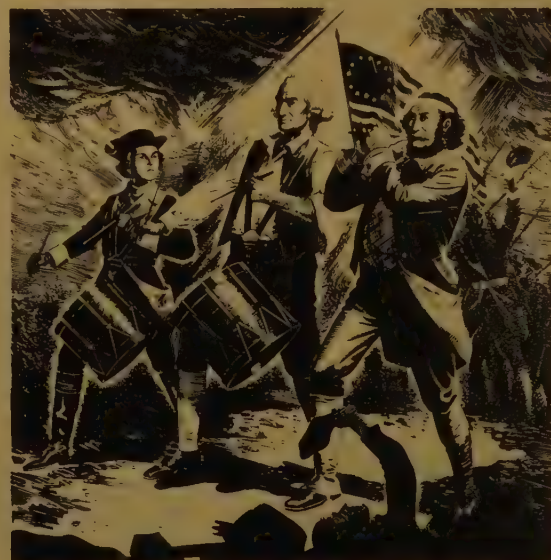
ONE OF THE FREEDOMS
THEY FOUGHT FOR WAS
THE RIGHT OF THE PEOPLE
TO BE INFORMED...

WE MUST PRESERVE
THE FREEDOM OF
THE PRESS!

The struggle for independence was a long and hard one... but the knowledge that they were right and a fervent desire for liberty gave the colonists the fortitude they needed to withstand the hardships of the American Revolution. Today, we Americans still prize our liberty... and one of our most cherished freedoms is the right to publish the news that keeps the people informed.



NAME NEWSPAPER



THEY FOUGHT FOR OUR FREEDOMS...
NOW IT'S UP TO US TO GUARD THEM!

WE MUST PROTECT THE
FREEDOM OF THE PRESS!

Many issues were at stake when the colonists fought for their independence — the right to assemble, to bear arms, and other rights they believed all men to be endowed with, including the right of the people to be informed. Freedom of the press is this nation's heritage — let's preserve it with perpetual vigilance!



NEWSPAPER

Two of the four full-page ads mailed this week to newspapers as the second part of the campaign to help newspapers tell their readers the meaning of the First Amendment guarantees of free speech and free press. The ads have been

created by SCW, Inc., in cooperation with ANPA and the National Conference of Newspaper Associations. Two additional series of four ads each originated by two other creative services will be mailed to newspapers on June 1 and July 1.

EDITOR & PUBLISHER for May 12, 1972

Chronicare— a national plan for long-term health care.

Society's neglect of the chronically ill and disabled is historic. Most cultures have been based on the ability of their members to work or fight. The problem of dealing with those who were permanently unproductive usually has been badly handled.

Even in the United States—where we think of ourselves as an humane and compassionate society—we have never fully faced the responsibility of providing humane, long-term health services for the chronically ill and disabled. At best, our efforts have been half-hearted and inefficient. At worst, tragic.

Today, we hear a variety of well-intended proposals to improve American health care. But, with the exception of CHRONICARE, one waits in vain to hear how chronic disease will be dealt with or, in fact, even included—even though chronic disease is the nation's current major health problem. It affects more than 20 million Americans.

This is why we've invested more than two years of intensive study in the development of CHRONICARE. It's a bold, wide-ranging, innovative plan designed to provide comprehensive health care services to the chronically ill and disabled. And we've recommended it to the Congress to be included in any legislation that would revitalize our national system of health care delivery.

Except for the promise of CHRONICARE, the best the long-term patient can hope for is a continuation of the inadequate and inefficient *Medicare* and *Medicaid* programs. Most will continue to be cared for under a failing health system which provides few alternatives to high-cost hospitalization.

Under CHRONICARE, conveniently located health care centers would offer a broad range of services to people living in specific areas. The centers would operate much like prepaid group health organizations and specialize in services for the chronically ill and disabled.

Existing nursing homes would be used as centers. A certified home would be appropriately adapted to enlarge its range of ser-

vices. A center could be a single nursing home or several tied together to provide services. Qualified persons would receive care without regard to the days of care needed.

To understand CHRONICARE better, it's necessary to explain the umbrella term "nursing home" because it describes several types of long-term care facilities—nursing homes, convalescent homes, rest homes, homes for aged, homes for adults, extended care facilities, etc. The essential difference is the level and type of personal, nursing and medical care each provides. Thus, several homes may be tied together to provide services in one community, while a single total-care facility would be capable of services in other towns.

Today, there are more than 20,000 nursing homes in the United States with more than one million beds. They operate at about one-third the patient-day-cost of hospitals and represent the major quality source of long-term health care outside of personal homes for the chronically ill.

CHRONICARE can reverse the present uneconomical and inefficient emphasis on high-cost facilities by making available alternative forms of acceptable care where emphasis is placed on the service, not the setting, so long as it is performed by certified personnel. We think it's time to end piecemeal approaches to health care by developing a realistic, comprehensive and truly organized system.

We care!

To tell you more about CHRONICARE we've reproduced the earlier advertisements in this series and prepared a booklet that details the CHRONICARE plan. They're free upon request.

AMERICAN NURSING HOME ASSOCIATION



1200 Fifteenth Street, N.W.
Washington, D.C. 20005

THOUGHT OF COTTON AS A CUSTOMER?

Sure, cotton is the leading textile fiber in the U. S. But did you ever think of it as a customer?

Study the numbers: A recent crop used \$450 million in power and equipment, \$230 million in labor, \$135 million in chemicals, \$115 million in fertilizer, \$44 million in seed. Total cost of goods and services con-

sumed on cotton farms from California though the Carolinas — *over \$2 billion.*

More than \$13 billion is invested in land and equipment, with billions more put in gins, warehouses, oil mills, textile plants, and other facilities.

Employment? Over 5.2 million persons live mostly or wholly on cotton income.

Also the livelihoods of another 12.8 million employees and dependents are tied closely to cotton. Employees of companies which provide financing, chemicals, machinery, fuel, etc.

These are some of the reasons why it is essential to maintain cotton as a strong, viable industry.

We all need cotton.

WHEN IT COMES TO BEING A CUSTOMER, COTTON COUNTS.



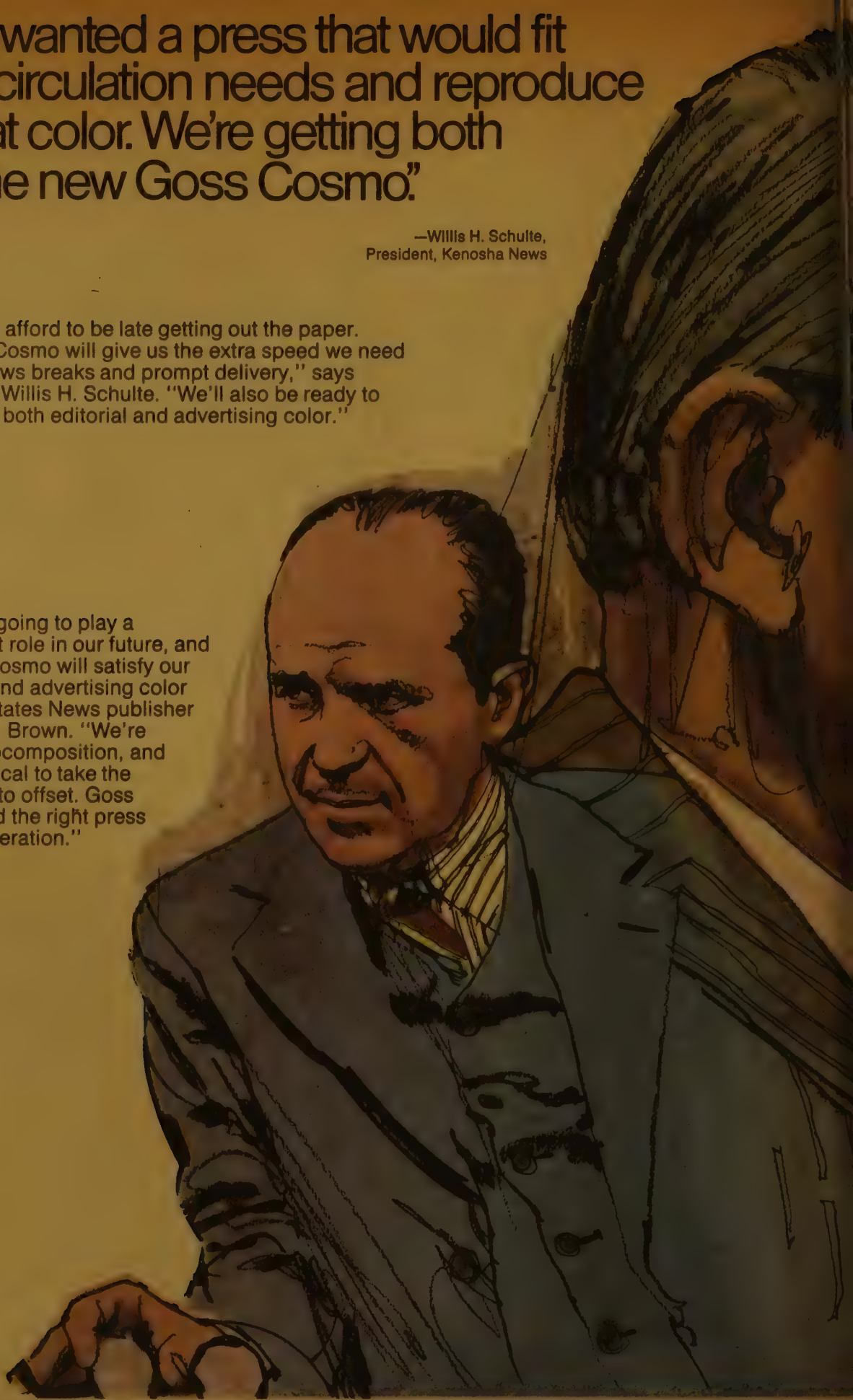
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Cotton Today—Measurements
of an Essential Industry.
NATIONAL
COTTON COUNCIL
OF AMERICA
Department PA
Box 12285
Memphis, Tenn. 38112

"We wanted a press that would fit our circulation needs and reproduce great color. We're getting both in the new Goss Cosmo."

—Willis H. Schulte,
President, Kenosha News

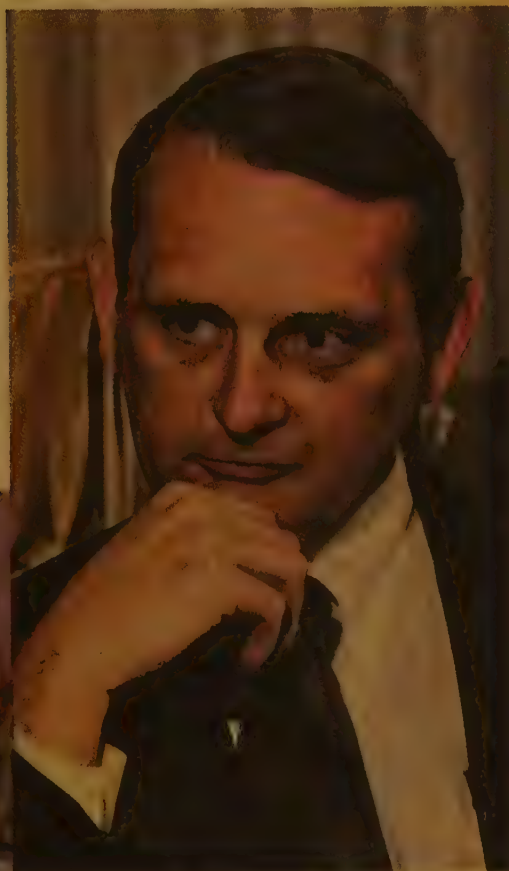
"We can't afford to be late getting out the paper. The new Cosmo will give us the extra speed we need for late news breaks and prompt delivery," says President Willis H. Schulte. "We'll also be ready to grow with both editorial and advertising color."

"Color is going to play a significant role in our future, and the new Cosmo will satisfy our editorial and advertising color needs," states News publisher Howard J. Brown. "We're into photocomposition, and it was logical to take the final step to offset. Goss developed the right press for our operation."



This advertisement was printed on a Goss press on 32-lb. newsprint. For complete information about the new Cosmo, call or write: Goss Division, MGD Graphic Systems, 5601 West 31st Street, Chicago, Illinois 60650.

"Going offset will give us improved reproduction," says Eugene W. Schulte, Vice President and Business Manager. "Improved color is certainly important. We'll go from photocomposition to press with faster throughput. Our plate costs will also be reduced."



"Changing to offset is a big challenge," reports Stanley Prostko, Press Room Foreman, who has been with the News for 30 years. "The Cosmo has a lot of automated features, but we'll still need the human touch for quality control. I think we'll do some great color work, too."



MGD Graphic Systems Division
Rockwell International

Where science gets down to business.



Would you cover a trial without going to court?

Of course you wouldn't. Yet with America's growing concern for the environment, that's exactly where today's forest is: on trial.

There've been a lot of changes in modern forestry—and in the modern forest. Changes in industry technology and government policy. Changes in supply and demand and price. Changes

that are creating public debate—and making front-page news. And just as you wouldn't cover a court case without going into the courtroom, we don't think you can cover the forest without going into the woods. So we'd like to *show* you what's happening.

In the past two years our forest experts have taken

more than 200 newsmen and newswomen on candid fact-finding tours of America's forests. Some tours last three hours. Some take three days. This year we'd like to add you to the group. So write for more information. Or call Jim Plumb at AFI in Washington, (202) 667-7807.

It's time you talked to the trees. And listened.

American Forest Institute
1619 Massachusetts Avenue, N.W.
Washington, D.C. 20036

I'd like to know more about the forest—and about your forest tours.

Name _____

Title _____

Company _____

Address _____

City _____

State/Zip _____



American Forest Institute

JOHN W. HARMS, formerly executive vicepresident of J. L. Hudson Co., Detroit, was appointed a vicepresident of the Evening News Association and director of marketing for the *Detroit News*.

* * *

WILLIAM J. WHITE, sales promotion manager for the *Philadelphia Inquirer* and the *Philadelphia Daily News*, was appointed general promotion and marketing manager for both newspapers. He succeeds LEONARD E. BACH, who was appointed to the newly created post of manager of marketing services.

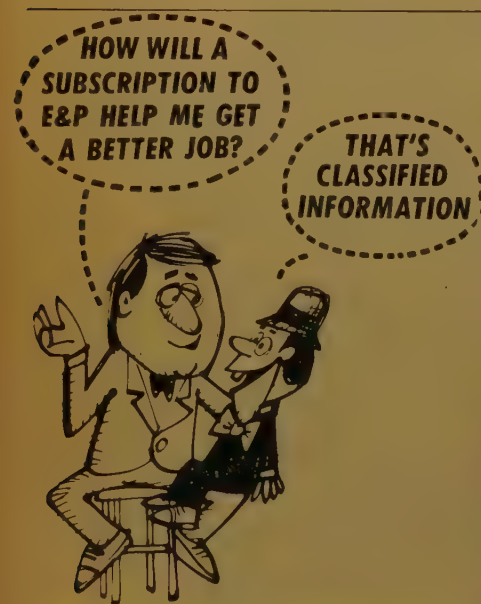
* * *

GEORGE SCHULTZ, acting classified advertising manager for Gannett Rochester (N.Y.) Newspapers, named classified advertising manager. J. MICHAEL CARNEY, who previously worked as a property agent for New York State, was named advertising services manager.

* * *

ROBERT J. HICKMAN, director of advertising for the *Parkersburg (W.Va.) News and Sentinel*, was appointed general manager, succeeding the late HOWARD C. MINOR. C. KENNETH SAMS, a 32 year veteran in newspaper advertising, was named retail advertising manager at the newspaper.

* * *



ORDER YOUR OWN SUBSCRIPTION TODAY. JUST MAIL THIS COUPON.

Editor & Publisher

850 Third Avenue, New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name

Address

City

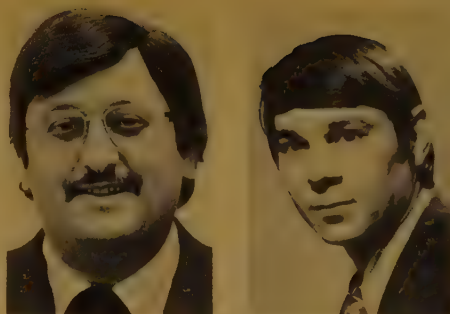
State Zip

Company

Nature of Business

☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.



Bowman

English

JOHN BOWMAN, sports editor of the *Tifton (Ga.) Daily Gazette*—appointed executive sports editor of the *Fort Myers (Fla.) News-Press*.

* * *

TOM ENGLISH, managing editor of the *Anderson (S.C.) Independent*, was appointed managing editor of the *Fayetteville (N.C.) Times*, a new morning newspaper to be launched by the Fayetteville Publishing Co., on July 2.

* * *

JUDITH TENNEBAKER LUDLUM, fashion editor of the *Pittsburgh Post-Gazette*—named fashion editor of the *Cleveland Plain Dealer* succeeding ANNE ANABLE, resigned.

* * *

STEVE BOSTER, sports editor of the *Galion (Ohio) Inquirer*—named sports editor-reporter for the *Oakdale (Calif.) Leader*. BOB LARKIN, a news staff member of the *Galion*, succeeds Boster as sports editor.

* * *

LES TRAUTMANN, managing editor of the *Staten Island (N.Y.) Advance*, received an honorary Doctor of Humane Letters degree from St. John's University, Staten Island, New York.

SPEAKING OF CO-OP ADS! ACB audits upwards of \$250,000,000 in newspaper co-op ads annually. We serve more than 350 advertisers. On many accounts ACB pays the dealer with our own bank checks. ACB's "Automatic Payment Plan" eliminates the need for co-op invoices or tear-sheets. Simplifies co-op advertising procedures — builds additional lineage.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK (10) 353 Park Avenue, South
CHICAGO (5) 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, (2) 20 Jones Street

news people

BEN BOWERS, managing editor of *Greensboro (N.C.) Record*—named executive news editor of the *Roanoke (Va.) Times and the World News*, effective July 1. JUANITA N. WEEKLEY, executive women's editor of the *Greensboro Daily News and Record*, succeeds Bowers as managing editor of the *Record*. O. E. (BILL) ELIOTT, Jr., news editor of the *Record*, named to the new position of assistant managing editor.

* * *

DONALD W. SHARPE, named managing editor of the *New Haven (Conn.) Journal Courier*; ROBERT W. GRANGER was named assistant managing editor and city editor. WALTER J. NESTER was promoted to the position of national advertising manager and CURTIS L. POLLEN was named to the new post of coordinator of cooperative advertising and research for the *Journal Courier and Register*.

* * *

A. E. (AL) ROSENE, production director of Ridder Publications, Long Beach, California, publisher of the *Independent Press-Telegram*, is marking his 50th anniversary in the newspaper business.

* * *

ST. CLAIR BALFOUR, president of Southam Press Ltd., Toronto was elected chairman of the Canadian section of the Commonwealth Press Union, succeeding JAMES L. COOPER, president and publisher of the *Toronto Globe and Mail*, who was elected honorary chairman.



Billups



Mennenga

HARRY D. BILLUPS, a student at Marshall University, is a new staff member at the *Huntington (W.Va.) Herald-Dispatch* news desk.

* * *

JOHN T. MENNENGA, manager of research and promotion for Harte-Hanks Inc., San Antonio, Tex., named promotion manager of the *Omaha (Neb.) World-Herald*, succeeding AL ALINGH—resigned.

* * *

JOHN H. WOLF, staff member of Cincinnati Suburban Newspapers, Inc., and vice president of Suburban Newspapers of America, Inc., Washington, D.C., elected president of SNA; BRUCE HELBERG, who is with the *Bellevue (Wa.) American*, and former secretary of SNA, elected vice president; JULES JACOBSEN, of the *Englewood (N.J.) North Jersey Suburbanite*, remains treasurer of SNA; ORAN W. ASA, of the Northeast Los Angeles Publishing Company, named secretary of SNA.

n the news

CRAIG H. ANDERSON, assistant to the public relations director at the *Waukegan News-Sun*, promoted to public relations director. **LUCILLE PORETT**, food editor of the *News-Sun*, named assistant to Anderson.

* * *

ALEXANDER FRERE, manager of the UPI rich bureau, named UPI sports editor for Europe, Africa and the Middle East, will be stationed in the division's news and pictures communications center in Brussels. He succeeds **MALCOLM K. HUGHES**, now UPI's executive sports editor in New York.

* * *

ROBERT BENJAMIN, manager of the UPI Chicago bureau, appointed UPI regional executive for Western Pennsylvania, succeeding **JOHN LANGDON**, named special correspondent in UPI's Harrisburg, Pa., bureau.



Davis



Olson

HAMILTON E. DAVIS, Washington bureau chief for the *Providence (R.I.) Journal and Bulletin*, appointed managing editor of the *Burlington (Vt.) Free Press*.

* * *

JOHN B. OLSON, director of operations for the *Chicago Tribune*—appointed general manager of the newspaper.

* * *

MARGARET L. HAMILTON, vicepresident and assistant managing director of Thomson Newspapers, Toronto, and a director of the Canadian Daily Newspaper Publishers Association, the Ontario Provincial Dailies Association and the Institute of Newspaper Controllers and Finance Officers, became the third woman elected to membership in the Canadian Press.

Booth names two regional directors

Booth Newspapers, Inc., has announced the appointment of **G. William Hein** and **James P. Brown, Jr.**, as regional directors of operations.

Hein, the manager of the *Jackson (Mich.) Citizen Patriot*, was named regional director of operations for the *Flint Journal*, the *Ann Arbor News*, the *Saginaw News* and the *Bay City Times*.

Brown, the manager of the *Saginaw (Mich.) News*, was named director of the *Kalamazoo Gazette*, the *Grand Rapids Press*, the *Muskegon Chronicle* and the *Jackson Citizen Patriot*.

JORDAN M. FOGEL, a former editorial department staff member of the *New York Daily News*, and now a public relations consultant, has joined **Dames & Moore**, Los Angeles, Calif., as manager of public relations.

* * *

RICH MENSING, news editor-photographer for the *Lander Wyoming State Journal*—now newsman for KWRB-tv in Thermopolis, Wyoming.

* * *

GORDON KENNEDY, publisher of the *Oakville (Ont.) Journal Record*, was appointed to the planning and development division of the paper's parent company **MetroSPAN Ltd.**, Toronto; **JOHN STRIMAS**, editor at the *Journal Record*, was named senior administrator.

* * *

DON GILLEN, telegraph editor at the *New York Times*, and **JUDY NELSON**, telegraph editor at the *North Platte (Neb.) Telegraph*, were chosen president and vice-president respectively, of the Nebraska Associated Press Telegraph Editors.

* * *

ED SENYCZKO, a member of the sports staff of the *Lansing (Mich.) State Journal*, named acting sports editor, succeeding **ROBERT J. HOERNER**, resigned.

* * *

FRANK H. SHEPHERD, general manager of Inco Graphics, Mason, Michigan, named central Michigan regional manager by Panax Corp. Mr. Shepherd will direct the *Mt. Pleasant (Mich.) Daily Times-News*, and the *Alma (Mich.) Daily Record-Leader* as well as the commercial web-offset printing divisions in the Lower Peninsula of Michigan.

* * *

BERNARD L. HOHN, production manager of the *Jackson (Mich.) Citizen Patriot*—named manager of the *Bay City (Mich.) Times*, succeeding **F. T. (BUCK) WEAVER**, named manager of the *Jackson (Mich.) Citizen Patriot*.

* * *

ARTHUR S. STACHOWIAK, marketing director at the Booth Newspapers corporate office, Ann Arbor, Mich., named manager of the *Saginaw (Mich.) News*.

* * *

ROBERT C. CURTISS, manager of promotion services at Westchester Rockland Newspaper headquarters, White Plains, N.Y., appointed assistant promotion director.

DR. MORT STERN, editorial page editor of the *Denver Post*, named dean of the new School of Public Communications at the University of Alabama, Tuscaloosa.

* * *

ROBERT F. BECK, managing editor of the *San Pedro (Calif.) News-Pilot*—appointed editor-manager of the newspaper.

* * *

GENE and **JOETTE STORM**, former staff members of the *Chicago Tribune*, who now own and operate Storm Enterprises, a public relations and communications firm in Anchorage, Alaska, were named 1973 Ski Writers of the Year by the Alaska Division of the United States Ski Association.



Clark



Roe

WESLEY C. CLARK, John Ben Snow Professor of Newspaper Research at Syracuse University (N.Y.), and former dean of the School of Journalism, received the Medal for Distinguished Service to Journalism, the highest award of the S.I. Newhouse School of Public Communications at Syracuse.

* * *

DAVID A. ROE, assistant to the president of the *Washington Post*, named vicepresident-operations of Park Newspapers, Inc., Ithaca, N.Y.

* * *

GABRIEL GILBERT, staff member of *Quebec Le Soleil*—re-elected president of the Canadian Press for 1973-74.

* * *

STEPHANIE WOLF is the columnist of the new Sunday column "Tune In, Teens," which emphasizes news for the teen-age group, in the *Montgomery (Ala.) Advertiser*.

* * *

PROFESSOR LESTER L. HAWKES, a graphics arts and community journalism instructor at the University of Wisconsin-Madison, and a consultant to weekly Wisconsin newspapers, retires at the end of the summer session, and was honored at the Wisconsin Press Association's annual spring meeting.

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Nothing stacks up to Stack-Pak in speed or automatic operation.

Stack-pak is the first counter-stacker designed for those colossal press loads. Its 70 stack per minute capability can maintain a sustained input rate of 90,000 papers an hour!

Completely automatic and self-monitoring.

Alternating automatic delivery permits equalized distribution between tying lines. Your Stack-pak automatically turns on, tracks the press rate, senses and diverts bad stream segments, monitors and clears

itself, and then, when all presses have stopped, it turns itself off.

Truly portable.

Stack-pak weighs only 1,200 lbs. and doesn't have to be built into the conveyor line. This remarkable self-contained unit can be moved from one delivery area to another in minutes.

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Stack-pak allows you to program both quantity per stack and direction of discharge via manual keyboard,

punched cards, or optic scan top wrap equipment.

Field tests confirm: Nothing stacks up to Stack-pak. A completely reliable, jam-free unit built to run at even the highest press speeds. Get the whole story. Contact your Cutler-Hammer man today. Contact us direct at P.O. Box 29, Denver, Colorado 80201. Or Phone (303) 266-1943.



CUTLER-HAMMER

DENVER, COLORADO 80201



aper, employees cooperate Buffalo cold type plans

When the *Buffalo* (N.Y.) *Evening* decided on a gradual conversion to cold type, the newspaper's management decided that cooperation by composing room personnel was essential.

"before anything else" News Production Manager Ralph Tufts said, management and labor jointly called a Sunday afternoon meeting "to explain conversion to photocomp and our procedures for training."

TU members were invited to the session and 187 out of 210 composing room employees showed up, Tufts said.

The program explaining photocomposition included slides and film. Later the company submitted questionnaires to all TU members to find their interest in the new methods and whatever background some of them might have had with photocomposition.

Tufts said that the Sunday afternoon session and the questionnaire came "because we did any work at all on the new equipment." The News wanted its composing room employees to be acquainted with the new composing methods and "we wanted to tell them ourselves rather than learn through rumors."

The News has hired the Advance Computer Techniques Corporation to do keyboard training of News employees. Selection of trainees has been a joint venture between composing room management and the union. The News has installed two Tal-Star systems; Tal-Star is training News employees on its equipment.

Tufts said that the first group went through "training for the whole system." These trainees now are advising the News how to improve the retraining program, particularly in specialized areas of training.

Tufts said that labor's initial reaction to the conversion plans has been "surprisingly good." Most of the ITU members, except some of the older employees, did fill out the questionnaires.

Tufts added that the training program has "fallen behind a little" because of the News' move to a new plant.

The News completed its move on Saturday April 28. Tufts said that the News Saturday edition was composed in the old plant. But by 5:30 that afternoon the paper's 45 Linotypes were in the new plant and operating.

The Buffalo Evening News still uses 100% hot metal composition, Tufts said. The News has installed two Linotron 505s, and 15 keyboards, and hot metal will be "gradually disposed of" Tufts added.

Tufts said he expects the News to have 100% cold type display advertising by the end of the year. The News is printed on five letterpress Wood presses. In discussing changes to offset or shallow plates, Tufts said "we're not that far along to make that decision."

He added "we expect to make a change but we don't know in which direction." The News will "evaluate plate systems later," Tufts said.

The new plant was designed by architect Edward Durrell Stone. Tufts called it "a concrete palace." He noted however, there were some problems with noise pollution. "We're taking steps to correct this," he added. Other pollution problems are being met, Tufts said. The News is now using the Ball pollution control system in its engraving room.

New equipment, other than composing

Plant • equipment

room, includes an updating of the engraving plant, Tufts said. The news has installed a Ball Metal processor and a nuArc flip-top plate burner in addition to the pollution control system.

The plant itself is five stories, with 50% more space than the three buildings the News had been using. The News first building on Main Street in Buffalo was built in 1896-7.

The News acquired the present site in 1955, first building a plant to house the News presses.

Engraving, composing and stereotype departments are on the second floor of the new building. Circulation and general business offices are on the first floor with editorial on the third. Advertising and accounting is on the fourth floor and executive and employee facilities on the fifth.

ANPA/RI plans change-oriented meeting in June

The American Newspaper Publishers Association/Research Institute and the Southern Newspaper Publishers Association Mechanical Conference will jointly sponsor the 45th Production Management Conference in New Orleans June 10-14.

The theme of the conference this year is "the Management of Change." ANPA/RI and SNPA will also jointly sponsor a change-oriented exhibit.

Latest complete information on all new developments in composition, press and plate, mailroom and related systems for newspapers will be available at the conference. Over 100 companies supplying newspapers will have exhibits at the conference.

Registration for the conference opens Sunday, June 10, with opening sessions beginning the following day. ANPA/RI recommends that hotel reservations for the week be made soon because of the expected record turnout.

The opening session includes discussions on environmental control, daily newspaper economic growth and newsprint demands, and newspaper fire prevention and protection.

Tuesday's theme is the "Dimensions of Change" with discussions of Xylogics, use of OCR and VDT for news and classifieds, pagination, and direct and pattern plates.

Wednesday will have five concurrent workshop sessions on composition, press and plate, offset, mailroom and camera and plate processing. A second session Wednesday morning is designed specifically for editorial personnel dealing with use of new electronic extras for the newsroom.

The final session Thursday will deal with the interrelationship of technological decisions with economic considerations.



Buffalo Evening News Production Manager Ralph Tufts calls the paper's new plant "a concrete palace." The News completed its move into the new facility at the end of April.

New Atlanta ITU pact covers use of OCR's

As reported to members of the Southern Newspaper Publishers Association, the new contract between Atlanta (Ga.) Newspapers and the Local ITU will have special interest for newspapers planning the installation of optical scanners.

The contract, agreed to locally on February 19, is effective October 1, 1972 through September 30, 1974. The key change from the old contract is that it provides for the operation of optical scanners by journeymen or apprentice printers, and establishes a "computer typist pool" within the composing room whose duties include the typing or retyping of news, feature, and advertising copy, used as input material for any computerized equipment.

The new or changed sections are as follows:

- **Training**—"The company agrees to provide training for all employees whose situations are covered under the job security section of the contract and whose job opportunities within a classification are abolished as a result of new equipment or processes. The training of these journeymen shall be under the direction of the chairman and the foreman. A joint training committee consisting of two members appointed by the company and two by the union shall be established. This committee shall have the responsibility of establishing training classifications for employees whose jobs within a classification have been, or will be, abolished; establishing training programs; and selecting specific employees to train and the classification in which they shall be trained. Should this committee be unable to agree, unresolved problems will be referred to the Joint Standing Committee. It is agreed that while an employee is undergoing training he shall be exempt from a priority claim. The union agrees that during the transitional period between training classification and the new job, an employee may be changed (with regard to priority) from a classification with surplus manpower to one where a shortage of trained personnel exists, provided such a change shall not prohibit his future training when the need arises."

- **Reproduction**—"It is agreed that the company will not subcontract any work covered by this agreement to any other firm or employer. Local advertisements, national advertisements, printed supplements, matrices, cuts, plates, or local matter received from a customer may be used by the publisher."

- **Computer**—"... the union's jurisdiction includes the preparation of input and handling of all output operation of the computer and all input and output devices and other auxiliary equipment, the handling of all materials to be processed, programming (except when provided by lessor or manufacturer as part of standard service), and maintenance of all computer equipment (except when provided by lessor or manufacturer as standard service)."

- **Appendix A**—"It is agreed when an optical scanner is used for typesetting, it will be operated by journeymen or apprentice printer. There will be a computer typist pool in the composing room staffed by employees covered by this agreement. Their duties will be typing and retyping news, feature, and advertising copy used as input for computerized electronic equipment which will accept copy in typewritten form. The publisher will have the right to use machine readable copy produced by advertisers or syndicated or wire service sources, or originally key-stroked by employees not covered under the agreement... unless the foreman or his assistants determine keyboarding is necessary. The publisher will not establish typing pools outside the composing room for producing machine readable copy. There will be no other limitations placed upon input or editing of copy through use of video terminals."

- **Computer Typists**—"Wage rate for computer typists other than journeymen covered by this agreement shall begin at 60% of regular journeyman scale, and shall be increased 5% each 6 months to maximum of 75% of journeymen scale. Computer typists shall be given same protection as journeymen, and shall be governed by same shop rules, working conditions, hours of labor, and all other provisions. They shall be under the supervision of the foreman and shall not be permitted to do any other work within jurisdiction of the Union, except by mutual agreement between Union and Employer."

Pulitzer prizes

(Continued from page 13)

Feature photography

Brian Lanker in 1971 was the youngest news photographer ever to win the National Press Photographers Association title of Photographer of the Year. Two years later at 25, Lanker has won a Pulitzer Prize for a picture story on natural childbirth."

The picture sequence on the birth of Jacki Lynn Coburn in a Topeka hospital was shown in a special slide presentation last Fall during the University of Missouri photoworkshop with music background and received an ovation from the audience of the Lanker colleagues.

Brian Lanker is the youngest of five children of a former *Detroit Free Press* reporter, Merrill R. Lanker. The family moved to Phoenix when Brian was 11 and his father went to work for the *Phoenix Gazette*. Brian attended Phoenix College for two years, but quit to take a staff photographer's job on the *Gazette*. He began winning in NPPA regional clip contests and then conducted his campaign to move to the Topeka Capital-Journal to work under Rich Clarkson, director of photography. He got there in 1969.

Printers go out on strike at Omaha W-H

Publication of the *Omaha World-Herald* continued this week in wake of a strike by all except five members of the newspaper's composing force and the company prepared to permanent replacements for strikers.

Harold W. Andersen, president publisher, noting that electronic equipment is being installed in newspapers throughout the country, expressed regret "that the union is having such difficulty making a realistic readjustment to new electronic realities." The *World-Herald* is insisting on its right to use electronic equipment.

All except five union printers began striking May 4 when members of Local 190 of the International Typographical Union walked out. The action ended, at least temporarily, efforts to agree on a new contract to replace one that expired last December 31. Management and supervisory employees are working strikers' jobs and Laurence Hoagland, senior vicepresident of the World Publishing Co., said printing and delivery of papers was normal. Most members of other production unions were working.

Hoagland estimated that about a dozen members of the *World-Herald* staff had participated in production training sessions or hands-on seminars conducted by the ANPA Research Institute at Easton, Pa. and the Southern Production Printing Institute at Oklahoma City.

Supervisory staffers, including editors, have been attending seminars at Easton on a regular basis, studying the operation of scanners and video display terminals. The seminars are conducted on a regular schedule and are booked well in advance.

Andersen said the *World-Herald* had installed \$300,000 worth of electronic equipment in the plant in the past several months. This fact eventually triggered a dispute with the union over jurisdiction. Copy-scanning equipment that helps translate typewritten copy into newspaper type was the chief matter of contention.

Andersen said in a statement which appeared in the paper that the union insists its jurisdiction include typing of material that goes into the scanning device. The paper had agreed there will be no replacement of employees, "but the union says that is not enough."

Other contractual points still in question concern reproduction of ad copy, installation of an ITU Pension Plan in addition to the paper's pension arrangement, fifth week of vacation, vacation severance pay and early retirement.

Andersen said the plant of Nebraska's two largest newspapers is a combination of hot and cold type. It will be another two years before the complete transition to cold type is accomplished. Hoagland told E&P he didn't expect the printers "to be back soon" and said the search is on for people to train in cold type operation.

If you're using our competitor's keyboard we know two things about you. You paid too much for it and you settled for second best.

But don't feel bad. A lot of people simply haven't heard of us. It's just that we've been too busy selling keyboards and other input systems for the past four years to spend much time talking about ourselves.

We've decided it's time to open up.

Basically what we make are keyboards for practically any type-setting system in the industry: hot metal or photocomposers, with or without computers. We make over 30 standard models, to say nothing about the custom versions we've been supplying since 1968.

We also make markup and editing terminals and data transmission

devices, all competitively priced. And people who have AKI systems say they're the best they've ever owned.

Perhaps that's why we sell more keyboards than anyone else in the business.

Find out who's using AKI systems in your area by calling us collect at (206) 747-6960. Or write our General Sales Manager, Automix Keyboards, Inc., 13256 Northrup Way, Bellevue, Washington 98005.

AKI





announces

**A universal
resist on both
and MICRO**

Royal Coating.* Presensitized MICRO-METAL MAG.

That's right — universal! Now there is a presensitized coating that can be developed in *all* present equipment and etched in *all* zinc and magnesium etchants.

It holds a dot better! It is simple to process — no burn in, no print cleaning!

All these advantages at no extra cost!

Royal Coating — Ball's got it!

Ball Metal & Chemical, Division of Ball Corporation,
Greeneville, Tennessee 37743

*New ROYAL COATING replaces Presensitized Micro-Metal and Presensitized Micro-Metal II.

Miami Beach daily builds new plant, adds weeklies

Sun-Reporter Publications, a new but fast-growing family of newspapers built around the *Daily Sun-Reporter* in Miami Beach, soon will be headquartered in an ultra-modern plant representing a capital improvements program of more than \$1 million, Paul M. Bruun, founder and publisher, has announced.

The *Daily Sun-Reporter* is the result of the acquisition 18 months ago by Bruun of the *Miami Beach Sun*. The *Sun-Reporter* is a marriage between the *Sun* and the *Reporter*, a paper which Bruun founded 12 years ago as a weekly, entertainment-oriented newspaper.

The publishing firm has grown since the first issue of the *Sun-Reporter* on November 2, 1971. That growth includes the establishment six weeks ago of the *Hallandale-Hollywood Sun-Reporter* as a weekly published on Thursday, and the addition of two weekly editions under the banner of the *Hollywood Sun-Reporter*.

The newest member of the family will publish a West Hollywood edition and a Mira-Pines edition to serve an area which encompasses the fastest growing communities in the Tri-County area.

"A survey of the Miramar, Pembroke Pines and West Hollywood areas showed us that here was an area in which the experience and know-how of the *Sun-Reporter* team could establish a newspaper which would serve the needs of the communities," Bruun said.

"In tandem with the *Hollywood-Hallandale Sun-Reporter*, the new weekly newspaper will give coverage to all of the south and west Broward County," he added.

The *Hallandale-Hollywood* paper, with offices at 3000 W. Hallandale Beach Boulevard, is edited by Ms. Ann Henry. It offers full weekly coverage of government, as well as community events, women's news and features on a variety of subjects.



Paul M. Bruun, founder and publisher of the Miami Beach *Daily Sun-Reporter*

The *Hollywood* paper, 5819 Johnson Street, in Hollywood, is edited by Jack Grant, a veteran newspaperman in the community. It, too, offers government, community, women's and feature news.

Voluntary pay basis

Both publications offer full-service advertising in both display and classified form. Both papers are distributed on a voluntarily paid basis.

The *Daily Sun-Reporter*, with offices now at 1419 18th St., is edited by Ms. Linda Elfman, managing editor. Albert C. Burkert is general manager and M. H. Glazer is advertising director.

"An especially significant point," Bruun said, "is that now on one day each week (Thursdays) the combined circulation of the *Sun-Reporter* publications is in excess of 120,000."

The new plant, situated on what has been named Bruun Square, now is being readied for full occupancy. A new \$400,000, four-unit Goss Urbanite offset press has been installed and is in use in the new plant. In addition, a Fairchild Color King four-unit press, now housed in the old *Reporter* building at 1419 18th Street in Miami Beach, will be moved to the new plant.

The building, constructed seven years ago by Ben Levin for International Lithographers, is of two-story, fire proof construction with about 10,000 square feet of space per floor. Business and classified advertising offices will be on the main floor, with the entrance at the corner of West Avenue and 18th Street. The presses occupy the bulk of the main floor area.

Advertising and executive offices, along with the editorial and composing departments, will occupy the second floor.

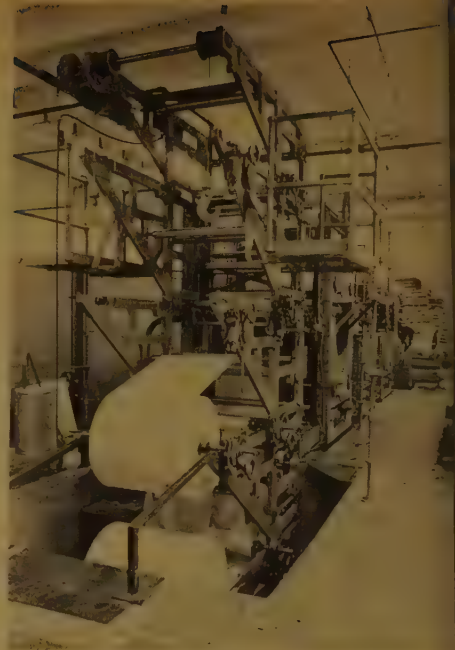
Previous Sun owners

The *Miami Beach Sun* was founded in 1929 by John D. Montgomery, now publisher of the *Junction City* (Kansas) *Union* and Director of the Kansas Highway Department. Montgomery sold the paper to Storer Broadcasting Corp. Successive owners were executives of the *Miami Herald*, Major Richard Reynolds of the Reynolds Aluminum family, financier Louis Wolfson and State Senator Jack Gordon, president of Washington Federal Savings and Loan Association of Miami Beach.

The *Daily Sun-Reporter* publishes five days weekly—Tuesday through Friday and Sunday.

In the 12 years since the founding of the *Reporter* on a capital investment of \$5,000, the firm has grown to a value in excess of \$5 million.

In addition to the newspapers published by the firm, the mechanical department prints numerous weekly, semi-weekly and monthly periodical for other publishers, as well as handling an expanding volume of commercial advertisement printing for in-



The *Daily Sun-Reporter*'s new presses.

section in other publications and for mailing.

Many of the publications printed by the *Sun-Reporter* also are composed in the plant. Others come to the paper camera ready.

The composing room two years ago converted from mechanical typesetting to photo offset printing to computerized typesetting, incorporating sophisticated high-speed equipment with the flexibility to handle virtually any kind of assignment.

The publisher said additional modern equipment will be installed in all departments as they move to new quarters, including an addition to the inserter machine to increase its capacity to insert multiple sections, a new camera and platemakers for the camera department and additional computerized typesetting equipment for the composing room.

Even as the newest member of the family—the *Hollywood Sun-Reporter*—becomes a reality, the firm is studying other areas of the Gold Coast with an eye toward establishing additional suburban newspapers.

RIT to hold seminar on newspaper color

A newspaper color seminar to provide newspaper management, supervisory and sales personnel with an understanding of newspaper color reproduction methods, equipment and systems for letterpress and offset newspapers will be held at Rochester Institute of Technology June 20, 21 and 22.

Seminar topics and demonstrations include color separation methods—scanner direct screen and indirect screen, three-color vs. four-color; quality, time and costs considerations; and equipment, personnel and production needs. Cost of the program is \$210, which includes tuition and reference materials.



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A subsidiary of Millmaster Onyx Corporation



Harte-Hanks converts daily to photocomp

Technological changes have been rapidly taking place within the Harte-Hanks organization. Recently the fast-growing group announced the completion of the conversion of the *San Antonio Express-News* to 100% photocomposition and direct printing.

The *Express-News*, largest of the group's publications, is now setting type with a fully automated composing room and printed direct on shallow relief zinc plates. It is one of the largest newspapers in the country to be converted to 100% photocomposition, averaging nearly 1,000 pages-per-week with combined circulation in excess of 148,000.

Gene Falk, Corporate Director of Systems and Engineering, said the *Express-News* carefully evaluated present and future productions and selected Harris-Intertype TXT phototypesetting equipment because of the equipment's flexibility and future applications.

Two ECRM scanners are used to set 98% of the straight matter and classified set-solid copy. Presently, paper tape is used, but plans are now being concluded for interfacing the scanners with the TXTs.

Falk also indicated a complete on-line computer system using Harris CRT terminals for news and ads is being designed and will be implemented by a building-

block approach. The first terminal has just been implemented for use in editing wire-service copy.

Corpus Christi system

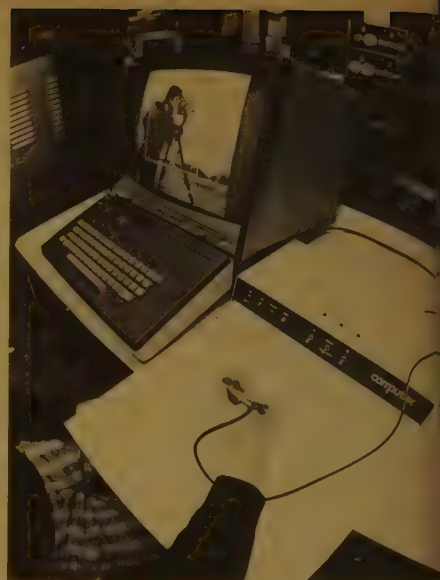
Another complete system, incorporating the Harris 2500 and 2200 systems is being designed for the group's *Corpus Christi Caller-Times*. The *Caller-Times* was the country's first direct printed newspaper using shallow relief zinc plates. This newspaper is destined to become the Harte-Hanks laboratory for testing and developing systems and equipment.

The economics associated with the San Antonio conversion are significant. Composing room hours-per-page have been cut from an average of 8.5 in 1972 to the present levels of 3.7. The production work force has been decreased from 219 in 1971 to the present level of 134 people.

The new processes have been well accepted by editors and the advertising staff. Printing quality has improved considerably over the old hot metal process. Deadlines have been pushed ahead allowing better coverage of such items as late sports in the morning paper.

Charles Kilpatrick, Publisher of the two San Antonio newspapers, indicated that the product quality has been significantly improved by the conversion. He said the objective of achieving a better newspaper at a lower cost has definitely been attained.

Falk also indicated that the company is continuing to evaluate printing plates and when the economics of converting to a plastic plate offering quality printing become attractive, both the *Express-News* and the *Caller-Times* will be prepared to change the present systems.



PICTURE EDITING BY COMPUTER—Computer storage of pictures and editing via cathode ray tube. Screens and electronic cursors are among changes in the AP plans for the future. Editors will be able to view photos on tv screen, upper left, and then recrop and retransmit the photo by using a cursor in the electronic board, lower right. Captions can also be rewritten without rehandling the photo in a traditional darkroom.

Iowa paper adds CompStar to handle ads

Beanstalking ad increases have resulted in the installation of two, high-speed Star Graphic Systems CompStar 191 phototypesetting machines with built-in, completely programmable, 8K computers at the *Marshalltown (Iowa) Times-Republican*, a 15,800 circulation evening daily.

The new machines interface with Star AutoPerf keyboards—two with visual displays—and are geared for planned total conversion of typesetting production from hot metal by July 1973.

"Primarily because of new shopping centers in the area—one large one opening last summer—we experienced an initial 42% jump in advertising," notes David Norris, vice president and general manager.

Tremendous demands

"This put tremendous demands on our hot metal production facilities. We wanted a relatively low cost system which would give us the speeds and flexibility we needed—especially in terms of on-line mixing and format storage capabilities.

"One of the CompStars will handle primarily straight matter; the second, classified and display advertising. In addition, each is fast and powerful enough to serve as back-up for the other as needed," Norris added.

Once the conversion has been completed, plans call for conversion to a direct printing plate to utilize the plant's 64-page letterpress.



A Wood-Hoe Lithoflex press contract is being signed by Charles M. Morrow, general manager of the Galesburg Register-Mail (seated). Wood-Hoe will build a 4-unit web offset Lithoflex press for the Illinois daily. Also present (left to right): Philip Gustafson, advertising director of the Register-Mail; William Gardner, Central States Sales Manager for Wood-Hoe; and Willis Hodgeman, pressroom superintendent; William McGee, assistant pressroom superintendent; and J. R. (Pat) Ostrander, business manager, all of the Register-Mail.

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It's hard to improve on a good thing like the LETTERFLEX relief printing plate. So we've done the next best thing — improve on the processing.

These revolutionary new LETTERFLEX processors remove the polymer coating from the plate automatically with an air knife, rather than liquid washing and rinsing. Operation and maintenance are simplified, production is higher, equipment cost is lower and quality is improved.

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Excess polymer is collected within the processor for solid waste disposal. The processing environment is much cleaner because there is no need for drains, plumbing or liquid disposal.

more plates . . .

90 per hour with the fully automated LETTERFLEX 290, and 35 per hour with the semi-automatic LETTERFLEX 135.

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Higher production, coupled with reduced equipment cost, equals substantially lower platemaking costs.

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Highlight dot retention is much greater in plates produced with this new equipment.

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things you never in platemaking



SYSTEM
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290

90 plates per hour

full support . . .

As with all LETTERFLEX Systems, these new LETTERFLEX Systems are supported by the extensive engineering and research know-how of the worldwide organization of W. R. Grace.

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Isn't it time you moved to LETTERFLEX? It's the one proven link between the substantial savings of photocomposition and the proven performance of letterpress.

When you're ready for LETTERFLEX, we're ready for you. Send for literature now. LETTERFLEX SYSTEMS, W. R. Grace & Co., Clarksville, Md. 21029.



LETTERFLEX

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Army Times finds problems in switching to OCR input

By Robert Crocco

At the *Army Times* we are 100% photo-comp, presently producing several newspapers and magazines with six TTS keyboards, one Autoreader, a 370/135 computer using Pagination with classified storage and a Linotron 505C.

Each publication has its own editorial staff and typesetting formats.

In the near future we plan to be on line to two Autoreaders and to one 505TC. We will have text retrieval with a storage capacity of one week's work accessed through two VDT's with an on-line classified system. We plan to eliminate paper tape completely.

All of our display ads, one tab and both magazines are presently utilizing the Autoreader.

The reason we are not 100% scanner is because we chose to field test Olivetti typewriters and have held up on ordering additional typewriters waiting for ECRM's approval.

We originally ordered IBM Selectric II's which were to be 10 pitch with three lines to the inch. We found that when making corrections, it was difficult to keep the vertical deletes from infringing on the correction insertion the line above. It was determined that we were getting two and a half spacing and not three.

Other installations at that time were and still are using what is called two-and-a-half spacing, but it was recommended to us by our salesman to specify three lines

per inch because of the correction problems. IBM corrected the problem by changing the sprockets.

Auto function character

ECRM suggested the use of the delta as our Autofunction character on the typewriter. The Autofunction is a character designator to distinguish text from coding. The reason the delta was suggested is because it is the easiest character to distinguish in the Courier 12 layout.

It is located on a low velocity key in the shift position of the hyphen. Because the delta was a large character on a low velocity key it would not strike evenly on all three corners causing many instruction misreads.

The Courier 12 element has since been redesigned with a smaller delta and ECRM has reprogrammed the software to read either one. We elected to use the equal sign rather than wait for ECRM or IBM to come up with a solution.

While trying to resolve our typewriter problems, Olivetti offered to let us try their Editor 4 with their Courier font. The Editor 4 has an addition key with fractions on it so we requested that this key be modified to have a vertical delete in the shift and unshift position. The Editor 4 also has single, double and triple spacing; whereas, IBM can only provide double and triple spacing.

Olivetti's delete is a vertical rule. If the editor catches an error, all that is necessary is to back space, strike over with the vertical delete character and continue to type without having to stop and use a pen.

IBM will make any modification to the Courier element at a one-time charge of twelve hundred dollars. IBM has just announced an erase feature at a sixty dollar addition charge per typewriter that will actually lift the character off the paper.

IBM has not released this correcting typewriter for OCR use because it is using a special ink that can be lifted by a special erase ribbon. IBM is testing ribbons to be used with the erase feature that will be OCR reliable.

IBM reliable

So far, only the IBM typewriters have been consistently reliable. Olivetti is working closely with ECRM's engineering research department to improve the reliability in character recognition.

The scanner, like any typesetting computer, can develop problems with reading, improper coding, software bugs, CPU hardware or the punch and interface. The major difficulty in getting any system up and running is identifying the problems. Our problems developed in the CPU hardware of the PDP8M computer controlling the Autoreader. From August 7, to December 8, we were never up more than a week or two at a time. Digital and ECRM

MGD produces history of journalism on film

A new film that portrays to Smithsonian Institution visitors the 200-year history of American community journalism will soon be available nationally on sale loan.

The 28-minute color film, "An Independent Voice," premiered at the recent dedication of the Smithsonian's new Henry Luce Hall of News Reporting in Washington, D.C.

Produced by MGD Graphic Systems Division, Rockwell International Corporation, in cooperation with the Smithsonian, the 16 mm. film uses over 300 pieces of historic art work and filmed interviews with modern publishers to trace the growth of a free press.

replaced two front panels, the extended memory Fabri-tex, and many cards before the power supply was replaced to resolve the problem. Presently ECRM will only supply a PDP8M on request in place of a PDP8E until they are confident that Digital has improved the M.

Because of the difficulty in debugging the software with hardware problems, we did not attempt to test the classified program for scanning. We are presently waiting for our finalized up-date before we start scanning classified.

Even with the above problems we were pleased with the field service response and the software programming provided by ECRM. If the system had arrived with a PDP8E, I am sure we would have had much smoother installation.

With the scanner up and running, we recall how many times we wished we could put copy into a machine, and like magic, have it come out as type. It sounded as though this would be the ultimate in simplifying our production problems of input.

But the transition from TTS keyboard to OCR is also the transfer of the responsibilities of input out of the composing room.

The editor must now create clean copy, insert codes and corrections without inhibiting his creativity.

The ad taker will now suddenly be aware that punctuation occurs other than at the end of a sentence.

Is each department to be responsible for inserting codes and making all corrections, or will the displaced TTS operator be retrained as correction typists?

If the latter is adopted, each department will continue to use the composing room as a crutch and the frequency and difficulty of inserting corrections will be increased. If retyping is the answer, then typewriters have only replaced the TTS keyboards and the conception of just putting copy into a machine and having it come out as type is just a dream.

The scanner is nothing more than an input device, either to a computer or directly to a typesetting device. Therefore the information each device receives should be designed by the persons who

(Continued on page 53)

Robert Crocco is with the *Army Times*, Washington, D.C. The article is from a speech Crocco gave at the Mid-Atlantic Newspaper Mechanical Conference.

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(Continued from page 52)

previously generated it. Two or three persons should be selected from the department to design, train and coordinate the implementation of the scanner. In the composing room, the most qualified mark-up men and perforators should be responsible for designing the coding structure for the scanner and for output to the computer or typesetting without dazzling the editors or advertisers.

Train personnel

The ad and editorial departments should select persons most familiar with those who could readily learn typesetting and scanner coding. The responsibility of the department should be to train its personnel. The ad department should work with Data Processing in forms design for classified billing.

In program design, we had to consider what we were doing and what we planned to do. When designing the input coding we did not want to confuse the editors with a lot of coding instructions. So we studied present styles to determine what our needs were. ECRM provides several automatic features that appreciably reduce typing. We selected the automatic paraphrasing feature, automatic fractions, automatic single and double opening and closing quotes and automatic tabs.

We determined that we would need three programs that could be called in separately with special Autofunction codes.

Automatic default

The first program was to handle the ads and ad display coding. This program automatically defaulted to if no program coding is specified. Formats which are used most extensively should consist of a minimal amount of coding.

All our formats are specified with an equal sign followed by the format number and a space. All other Autofunctions must have a single alpha character following the equal sign.

For example, =a will terminate the previous line and set a line of 3 asterisks entered. =b will set the bullet which is the pi character.

Our typesetting program was changed to handle an alternate face. Light face could be specified with =s for standard and an =h for heavy so the editors would not have to specify face change numbers.

Develop fonts

When designing your Autosystem program, a table of fonts can be developed to handle this problem without typesetting program changes.

Because of many military listings, which we set flush left, we added an automatic flush left option which outputs a quad left code at the end of every typewritten line. For ads we added an automatic merge mode which uses the same logic as the tab mode.

For those considering the OCR approach, we recommend writing to each installation that has the same applications and equipment that you intend to design your system around. Find out how their coding structure is designed and what problems they encountered. Try to select the best features of many systems before designing the software for your applications.

Scan-A-Web sold

The Scan-A-Web product line, manufacturer of a precision optical inspection unit for use on web-fed printing presses, has been sold by National Laboratories & Manufacturing Corp. of Midland, Park, N.J., to Fife Corp. of Oklahoma City. Fife will market the line internationally along with its other industrial process controls.

Press manufacturers schedule symposium

ENVIRONMENTAL '73, an international symposium for the printing industry, is being jointly sponsored by Wood Industries, Inc. of the United States and AB Nohab of Sweden.

ENVIRONMENTAL '73 is open to all printing executives including publishers and technical directors and is scheduled for 2:30 p.m. May 16, 1973 at the Esso Motor Hotel in Amsterdam, Holland.

Technologies used to cope with sound, ink mist and dust pollution will be detailed, demonstrated and actual materials used will be displayed.

For additional details contact Wood Industries, Inc., Plainfield, New Jersey.



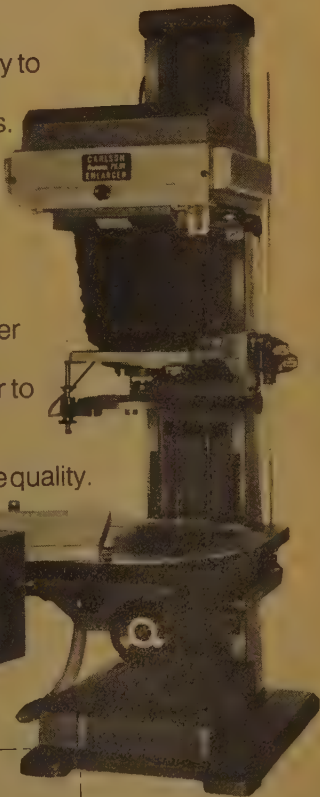
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It's the fastest of all separation techniques. You'll have full color seps for even the one hour deadlines. Simply feed it a little information, and the Carlson Exposure Computer figures and controls the entire exposure—even for "flat" or tough newspaper copy. Since it's designed specifically for direct screening convenience, it's also easier to learn and use. With all of these advantages, it has to be the most economical.

And, best of all, predictable and dependable quality. Ask for a sample of direct screened color printed by a newspaper.

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Firm counsels newspapers in telephone cost reductions

Next to presses, one of the most essential pieces of equipment in America's newspaper offices is the telephone.

Subscribers' contact with the office is usually by phone. Majority of classified customers place ads the same way. Virtually all newsgathering depends on the telephone at some point. Display advertising and other business functions are coordinated in phone conversations.

Providing enough lines and equipment to serve both customers and employees promptly and efficiently makes phone expenses a large item in every publisher's budget. But in most cases these costs can be reduced, without impairing service, according to the head of ComTrol, Inc., a communications consulting firm.

"The potential savings to America's newspapers may total in the scores of millions of dollars," said Edwin E. Kirby, Chicago, ComTrol president. "This ballpark figure is based on our consulting work for newspapers, large and smaller, in many sections of the U.S., where we've recommended cost-reductions of up to 25 percent of a publication's phone bill.

"A newspaper's phone system may well be over (or inefficiently)-equipped, over-taxed and over-billed," Kirby pointed out.

For example, when ComTrol's St. Louis office surveyed the *Post-Dispatch*, consultants compiled a 17-page list of phone company billing errors—and obtained a refund of more than \$6,000 for the newspaper. On a continuing basis—by tailoring phone equipment to the staff's needs, recommending more efficient use of Wide Area Telephone Service (WATS) lines instead of long-distance toll calls, pointing

out tax exemptions that hadn't been claimed and making sure that billing errors wouldn't recur—the independent consultants helped Pulitzer Publishing Co. implement annual phone savings of more than \$25,000.

"As a business grows, so does its telephone system," Kirby said. "Multiple-button sets and other modern paraphernalia are added as they become available—frequently without any attempt to relate such new equipment to the over-all system. And each new item that is added becomes the subject of an additional, month-to-month rental charge.

Look for efficiency

"Our function as consultants is not to tell a publisher: 'You don't need it; pull it out.' Instead, we recommend the most efficient piece of equipment for each function, looking toward the most cost-effective total system."

The way monthly charges for equipment can mount was illustrated in Tucson, Ariz. Carl Rite from ComTrol's Denver office surveyed the telephone system of Tucson Newspapers, Inc., which operates business, circulation and mechanical departments for the corporately separate *Arizona Star* and *Tucson Citizen*. Objective: to recommend a phone installation for the newspapers' new plant.

The Tucson study determined that the newspapers at present spend about \$2,000 a month for rental of six-button sets, Call Directors, lights, buttons, buzzers and other peripheral equipment. Kirby characterized this amount as "extremely high" and projected savings in equipment rental

alone of at least \$600 a month when newspapers move into their new plant July, 1973. ComTrol consultants will oversee the layout and installation of a phone system in the new building, down such details as to whether the assigned user of each set is right- or left-handed.

This equipment-rental reduction will part of a \$25,000 annual saving in phone costs the newspapers will realize adopting the consultants' recommendations instead of the phone company's proposed installation. Included in their outline:

Control recommendations

Direct call-ins to personnel in Circulation and Classified, enabling customers to by-pass the switchboard. ComTrol's portable electronic Telephone Traffic Computer (TTC) determined that the two departments generated about half the newspapers' load of incoming calls;

Installation of a two- instead of three-position switchboard;

Leasing of foreign-exchange lines between Tucson and the papers' state capital bureau in Phoenix, with a resultant net reduction of \$500-600 a month in long distance costs, already implemented.

Besides a more efficient selection of equipment and further savings through uncovering errors in billing, ComTrol recommended a rescheduling of telephone operators' duty hours that will result in payroll savings of an additional \$25,000.

The company's Detroit office managed to put the shoe on the other foot when the *Free Press* called on it for help after being dunned by the local phone company for \$2,500. The utility claimed that some service had been under-billed. Instead, by careful analysis of monthly statements the consultants found the *Free Press* had been over-billed. A refund to the paper of \$9,500 resulted, as well as continued savings of \$6,700 a year.

In Macon, Ga., officials of the *Telegraph and News* turned to the consulting firm's Atlanta experts, who used TTC to pinpoint a need for more efficient use of lines serving the Classified Department. A phone company refund of \$1,069 and reduction in annual phone costs of \$1,441 resulted from the revised service and savings in directory advertising.

For *Lerner Newspapers*, a chain of community publications in Chicago, ComTrol developed a form for claiming exemption from federal taxes for telephone service used in the gathering of news. Tax savings plus equipment streamlining as a result of a general survey of *Lerner's* phone installation reduced costs by \$2,000 a year.

Refunds acquired

Rearrangement of newspapers' telephone service "consistent with actual needs," Kirby reported, have resulted in annual savings of \$2,400 for the *South Bend Tribune*, \$3,840 for the *Gary Post-Tribune* and \$1,400 for the *Aurora, Ill. Beacon-News*. And, by uncovering improper applications of tariffs, ComTrol achieved the major portion of a \$3,400 refund for the *State Journal*, Lansing, Mich., at the same time as consultants

(Continued on page 55)

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Other equipment available for rotary presses:

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- Eighth Folders
- Any combination of operations
- Asbestos Brake Shoes for roll stands

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lephone

(Continued from page 54)

outlining service modifications that actually will reduce the paper's phone bill by \$6,400 a year.

In a continuing study for the *Journal & Courier* in Lafayette, Ind., consultants said that equipment then in use in the staffed Department was the most expensive available. Its replacement reduced departmental phone costs by 80 percent, without hampering efficiency, for a dollar saving to the newspaper of \$2,500 a year. Besides analyzing bills and designing efficiency into phone systems, ComTrol appears on behalf of clients in proceedings before governmental regulatory bodies. The firm's Denver manager presently is representing the *Denver Post* in a tariff dispute before the Colorado Public Utilities Commission. If the matter is resolved in the *Post's* favor, the annual savings potential, from measured-rate rather than rate Centrex trunk lines, will be dramatic, according to Kirby.

"We used our unique Computer Assisted Toll Analysis (CATA) to help save *Courier-Journal* and *Louisville Times* more than \$19,000 in long-distance WATS charges," Kirby reported. This was a large part of about \$32,000 in annual cost-reductions for the newspaper complex and WHAS-radio and TV, which will result from our just-completed study."

CATA, developed by ComTrol, uses a computer to analyze long-distance toll rates and use of WATS lines, by geographic destination and area codes. More efficient procedures then are developed. Analysis showed that long-distance calls came from the *Courier-Journal* and *Times* to states surrounding Kentucky, and New York and Washington, D.C. To reduce tolls, WATS lines were installed—band to reach neighboring states and second for calls to New York and Washington.

WATS use control

"We also recommended careful control of WATS use," Kirby said. "Line selection codes were developed for the use of the *Courier-Journal's* operators to insure the proper use of WATS and long-distance."

COLD TYPE EQUIPMENT

NAPSCO has one of the largest selections of cold type equipment in U.S. Many trade-ins from Compugraphic equipment, often priced lower than trade-in allowed.

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- ATF
- Etc.

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Calls that can be placed more economically on long-distance are now placed that way. Valuable WATS time is therefore available for calls that are cheaper on WATS."

In addition, CATA surveyed an entire year's traffic on a measured-charge incoming WATS line from throughout Kentucky—and found that a full-period WATS line would be less expensive.

ComTrol also discovered billing errors, and recommended more efficient equipment installations and a rescheduling of

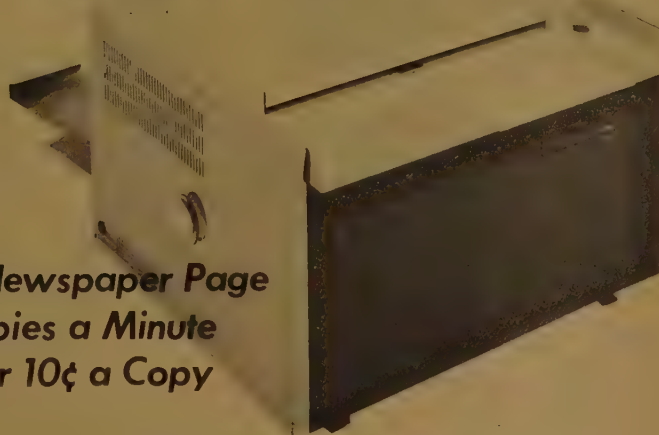
telephone operators' time to bring total cost reductions to \$32,000. Refunds totaling \$4,600 were secured, in addition to the recurring annual savings.

"Telephone equipment is a tool that must pay its way in any business operation, through either increased efficiency or customer service," Kirby observed. "It certainly is one of the most necessary and expensive tools, for newspapers as well as other businesses. One dollar spent unwisely continues to be wasted for years to come."



PRESS DRAWING for new five-unit Goss Cosmo-Offset press to be installed at the Red Bank (N.J.) Register is examined by Wayne Current (right), vicepresident and director of development of the Toledo (O.) Blade. With him is Mark Hill, Goss manager-east central sales. The Blade Company owns the Register.

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Division of Oklahoma papers expands printing operation

Oklahoma Graphics, formerly the Web Offset Division of the Oklahoma Publishing Company (OPUBCO), is completing a broad growth program initiated several years ago. Included are a new location, the renaming of the company, and the order of a new nine-unit, Harris-Cottrell M-1000 web offset press.

According to Alan Hayes, Division Manager, the program began with the phasing out of all sheetfed presses. The existing 12-unit web offset press was retained and augmented with a new five-unit Harris-Cottrell M-1000 web offset press, installed in 1972.

At the same time, plans for a new plant to be located near the Will Rogers Airport and Interstate 40 were formulated. The plant was designed by Charles T. Main Company, architects and engineers specializing in the printing and publication fields. The structure is rising on an eight-acre site and has been engineered to provide modern material handling efficiency and to meet the new OSHA standards.

The Oklahoma Publishing Company was founded in 1903 by E. K. Gaylord, now President and Publisher of *The Daily Oklahoman* and the *Oklahoma City Times*. In 1911, the weekly edition of *The Oklahoman*, a supplement devoted to the interest

of agriculture, became the *Oklahoma Farmer-Stockman* which, in turn, became the *Farmer-Stockman*, a farm journal serving all the Southwest. Today, the 400,000 circulation monthly is printed by the Oklahoma Graphics Division.

Flexible operation

The first press scheduled to be installed in the nearly completed, 130,000 square foot, building is a nine-unit duplex Harris-Cottrell M-1000 equipped with a split drive, which affords operation as two separate presses. Hayes said "when looking for flexibility you go to the top-of-the-line and include all the options that best fit the operation." He cites as examples the Cottrell Electronic Infeed, Electronic Chill Rolls, and Digital Register System for color registration.

After the nine-unit press installation is completed the existing M-1000 press, as well as other equipment, will be moved to the modern facility. "The new plant and additional M-1000 press comes just in time to accommodate new business," says Bill Jones, Director of Manufacturing.

Since 1969, Oklahoma Graphics has increased productivity by over 20% which, coupled with the tripling of the web sales, has resulted in the company's national growth.



Larry Newman (left) and Charles White operate the five-unit Harris-Cottrell M-1000 web offset press at Oklahoma Graphics. The firm, a division of the Oklahoma Publishing Company, has just ordered another Harris-Cottrell M-1000—a nine-unit duplex model.

The new site will adjoin a six-acre site containing a sister firm, National Packaging Company, specializing in flexographic printing, as converters of polyethylene and cellophane packaging material. Both firms were acquired by OPUBCO in 1966.

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James H. Hale (left), publisher of the Clearwater (Fla.) Sun, signs a contract for a six-unit Goss Cosmo-Offset press. Looking on are (seated) Carmage Walls, chairman of the board, Jefferson Pilot Publications, and Les Kraft, Goss vice president-Sales. Standing are Goss sales managers Charles Keeter, Dallas, and Ron Ehrhardt, Atlanta.



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Chicago firm to make 3M rollers, sleeves

Chicago Manifold Products, Inc., has been named an approved manufacturer of rollers for 3M brand duplicator dampening sleeves, 3M Company's Printing Products division has announced.

The designation was made on the basis of tests for eccentricity, in-roll variations compression set, durometer and surface grind, according to J. R. McClintick, division vice president.

n-line

classifieds at the Wilmington (Del.) *Evening News* and *Evening Journal* are being set by IBM 1130 computer. Type printouts are produced by a Cron 505.

The changeover to 100% computer set, type classifieds was completed April. The News-Journal Co. has reported the classified section has a brighter, legible look with cold type. The new method also has enabled the Wilmington papers to increase the number of classified groupings and to use art in classification heads.

Both the News and the Journal are set by letterpress Goss Headliner. Classified page cold type paste up is sent to stereotype for a page mat and a plate. Photo printouts of classifieds made fresh each day to eliminate the possibility of worn looking type in multi-insertion ads.

* * *

The *Homestead* (Fla.) *News Leader* is operating a four-unit Harris N-845 offset press, equipped with an automatic sequencer. The News Leader is a 100 circulation daily in South Dade County and a member of the Calkins Group.

* * *

The *Los Alamos* (N.M.) *Monitor* celebrated its tenth birthday with a change in makeup and equipment. The Monitor has gone to a five column format and is now using photocomposition, OCR and Linotype.

* * *

For composition the Monitor is using a Linotype and a Compugraphic 2961-HS. Setting is now being done on a Hendrix setting terminal with editorial and advertising copy fed into the Hendrix via OCR.

* * *

The *Boulder* (Col.) *Daily Camera* is installing five units of a Goss Metro offset press. The new press will have a capacity of printing 80 pages at 60,000 copies per hour. The press is expected to be in operation in September.

The Press is being installed in a new building addition to the west of the present Daily Camera building.

* * *

The *Enid* (Okla.) Publishing company has completed a three-year building and offset conversion project in time for the company's 50th anniversary. The company publishes the *Enid Morning News* and *Enid Daily Eagle*.

The newspapers printed a special tabloid section on the history of the papers, how offset works, how the News and Eagle are assembled and printed, plus other information, on March 16.

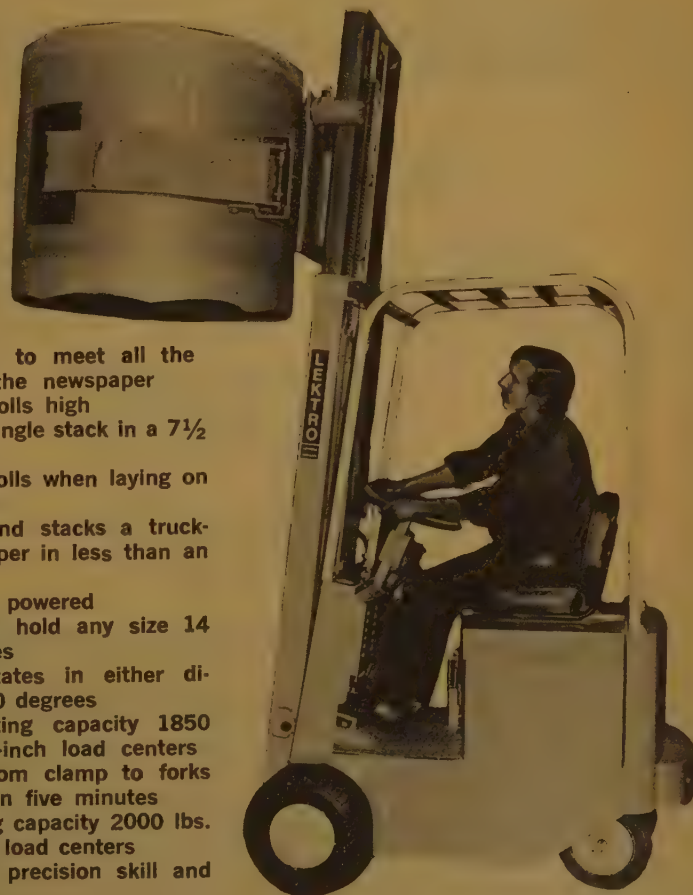
* * *

The *Pauls Valley* (Okla.) *Daily Democrat* has purchased two new press units from King Press, Inc. The new press will permit a 16-page press run.

* * *

The *Dallas* (Tex.) *Morning News* has ordered five additional IDAB NS330 Compensating Stackers from Sheridan division of Harris-Intertype. The Morning News reports successful operation of its first stacker delivered earlier this year.

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New products

Letterflex has announced a new dry development system for its shallow relief photopolymer plates. The system uses an air stream, rather than acids, caustics or other chemicals, to develop the plates after exposure.

Letterflex said that, with its new System 135 and System 290, only air and electricity is required, eliminating drains and plumbing.

Letterflex, a division of W. R. Grace & Co., also said the new systems would affect a reduction in initial capital investment, higher productivity rates, and improved quality printing.

The Letterflex System 135 and System

290 are now available for sale, with deliveries beginning in mid-year. The machines will be demonstrated at the ANPA/RI conference in New Orleans, June 10-14.

* * *

Compugraphic has introduced a new magnetic tape cassette option for its CompuWriter series. MAG-SET is priced at \$3500 and will record keystrokes on magnetic tape simultaneously as they are input to the photo unit of the CompuWriter.

Compugraphic expects MAG-SET to be used as a convenient method of data storage and for generating additional repro copies of original text.

Compugraphic also is marketing a character display option for its 7200. The option is priced at \$1500 and is available on new machines only.

Singer Products Corporation has developed a Self-Cornering Table-Top conveyor to convey newspapers more rapidly from the press room to circulation.

* * *

B. H. Bunn Company has announced new semi-automatic polopropylene strapping machine and an automatic plastic strapping machines designed for continuous high-speed operation.

The latter machine, the Bunn-Akeba Automatic Strapper, is capable of applying up to 1680 straps per hour depending on package size.

The semi-automatic Bunn/Akeba Model SA-500 does not require a restrictive arch-like overhead track or yoke guide the polypropylene strapping material.

* * *

A heavy-duty full automatic addressing machine is now available from Scriptomatic, Inc. The machine is able to address any type of mailing from newspapers, business envelopes at speeds from 3200, 6,900 per hour.

* * *

Berkley-Small, Inc., has introduced the K-500 model SHO-RACK Coin Operator Rack for newspaper sales. The iron rack was manufactured by Kaspar Works, Inc., of Shiner, Texas and designed by Fred M. Gore and Associates of Dallas. Racks are now in production and available in a variety of colors.

* * *

Bell & Howell's new Autoset Series incorporates automated set up devices, plate stops, oiling systems and other features to simplify and speed up operation of folders.

The new folders include an automatic setting device by which the paper stock itself sets the rollers in position, eliminating hand adjustments and other manual operations.

The Autoset Series was designed and built by the company's Baumfolder Division. The series also includes an "Automated Plate Stop" which lets the operator change from one folding imposition to another simply by turning a dial.

■

200th Linotron 505 installed in Memphis

Paul S. Chisholm, vice-president of domestic sales of Mergenthaler Linotype Company, presented James L. Fenley, production manager of the Memphis Publishing Company, a Scripps-Howard newspaper, with an engraved plaque marking the installation of the 200th Linotron 505.

The 200th unit is a model 505TC, the second such model to be installed in the Memphis plant, to be used initially for setting display ads, classified display and features for their Sunday edition. Plans are underway for complete photocomposition production. Among other Scripps-Howard newspapers set on Linotron 505s are the *Albuquerque (N.M.) Tribune*, *Birmingham (Ala.) Post-Herald*, *Cincinnati (O.) Post* and *Times-Star*, *Denver (Colo.) Rocky Mountain News*, *El Paso (Tex.) Herald-Post*.

EDITOR & PUBLISHER for May 12, 1972

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new comic page story strip devoted to the romantic

Beginning June 18, the Chicago Tribune-New York News Syndicate is distributing a new romance story strip. Titled "My Love," each tale will run 7 days—and end with a happy ending.

The strip is by James Duncan Lawrence, who has been a script-writer for technical films and such radio adventures as "The Green Hornet," and his artistic collaborator, Jorge Franch of Alhambra. Franch is a fine artist and one of the nation's best-known illustrators.

The story strip will cover a gamut of romance themes from heartbreak at the high school prom, the too-soon marriage, the love in the office, and romance at the family line, to love among the "beautiful people."

Lawrence is a prolific free-lance writer who got his bachelor's degree in art education from Wayne State University and a bachelor of science degree in mechanical engineering from the Detroit Institute of Technology. Since 1945 he has written 40 feature mystery and science fiction books. Several years ago Lawrence joined with another Spanish artist, Jorge Longaron to create the strip "Friday Foster." Each story starts on a Monday with the concluding episode in color the following Friday. Papers without color comics sections will run the conclusion, black and white, in weekend editions.

new sports column

"All You've Got To Do Is Ask" is a new weekly sports column by Murray Olderman set to begin May 21 from Newspaper Enterprise Association. Olderman, a newsman on the sports scene for more than 25 years, is taking his cue from the successful newspaper action line columns and is asking readers for tough questions. The column's opening "tipoff" and closing "starting shot" boxes give inside looks at current rumors and issues in sports.

Shapiro, UPI, retires

Henry Shapiro, whose byline has appeared over almost every major news story from the Soviet Union in the last 40 years, retired May 10 as Moscow bureau chief of United Press International. Shapiro, 67, will return to the United States to write his memoirs and to join the faculty of the University of Wisconsin. He has been appointed to the Kemper Knapp university professorship for the academic year 1973-74.

Milton Gross dies

Milton Gross, 61, sports columnist for the New York Post, died May 9. He had been ill for over a year. Gross joined the Post in 1937, and in addition to his column, he had collaborated on several books.

Home News Enterprises buys Greenfield daily

Home News Enterprises of Columbus, Ind. has purchased the 65-year-old Greenfield (Ind.) Daily Reporter from the estate of Mrs. Dorothea B. Spencer, according to Robert N. Brown, managing partner in the Home News organization.

Current publishers of the Daily Reporter are Mrs. Spencer's daughters, Mrs. Dale S. Miner and Mrs. Phyllis S. Berndt of Greenfield.

Newspaper consultant for Home News in the transaction was Maurice K. Henry of George J. Cooper Associates, Rockville Centre, N.Y.

Home News publishes six other newspapers in Indiana.

Book editor joins Publishers-Hall

Ivan R. Dee, former editor-in chief of Quadrangle Books, has joined Publishers-Hall Syndicate as executive editor. The new position has been added to handle the syndicate's expanded editorial services, particularly in the book field, according to Robert G. Cowles, president.

Publishers-Hall Syndicate has been excerpting articles from new books since January, 1973, in a service called Exclusive Book Excerpts.

Dee was with Quadrangle for eleven years. More recently, he has been associate editor of the Chicago Tribune Book World, where he selected books for reviewing and excerpted articles for the Tribune and its syndicate affiliate.

Humor column is now with Columbia

"No Laugh'n Matter," a column by Gloria Pitzer, is now being syndicated by Columbia Features, New York, after being sold for the last four years through her Algonac (Mich.) Feature Service. The twice-weekly column, which has a humorous family and social commentary theme, is also carried by weeklies. Mrs. Pitzer, mother of five, is staff cartoonist for the Richmond (Mich.) Review.

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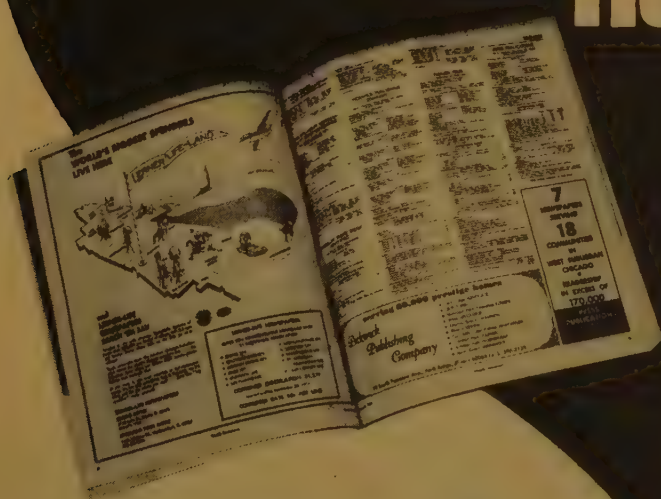
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Name of publication _____

Address _____

City _____

Name _____

Title _____

State _____

Zip _____

Graham, Israel elected top posts

Marjorie H. Graham, president, and Larion I. Israel, executive vicepresident, of the Washington Post Company told a privately and apparently well-pleased meeting of stockholders that 1972 was a year of progress journalistically and financially for the *Post*, *Newsweek* and the company's broadcasting division and that prospects for 1973 were bright.

Mrs. Graham and Israel were the principal speakers at the annual stockholders' meeting. It was announced that Mrs. Graham had been elected chairman of the board and chief executive officer, while Mr. Israel became publisher, and that Israel would become president and chief operating officer of the company. The change in top management was necessitated by the death last week of board chairman Frederick S. Beebe.

Last year was a "year of real journalistic achievement for all divisions of the company," Mrs. Graham said. And it was "the greatest financial year in the company's history, with record sales and earnings that enabled us to double the dividend."

New records in sight

This year's strong first quarter is already on the books and we are most surely headed for new records in sales and earnings again this year."

Israel buttressed Mrs. Graham's statements, reporting that in 1972 for the first time, the Post Company's revenues exceeded \$200,000,000, a 13 percent increase over 1971, and for the first time after-tax income exceeded \$10,000,000. An increase of almost 48 percent over 1971.

From the standpoint of operations, Israel said, the Washington Post was up 17 percent, the broadcasting division up 55 percent and *Newsweek*, despite the burden of increased postal rates up by "a truly staggering 111 percent."

Referring to the current level of Post stock on the market, Israel said he had a better explanation than anyone else of why my shares of the Washington Post Company and other major companies are trading at historic lows in terms of price-earnings ratios," but he assumed that sooner or later the stock market will return to its traditional methods of valuing common stocks and that, based on fundamentals, the market price of our stock will then raise appreciably."

Mrs. Graham referred to the Pulitzer Prizes won by the *Post* as "ample evidence of our commitment to tough, probing and distinguished journalism" and "the newspaper's journalistic excellence to its financial strength."

Mrs. Graham told how the Watergate story, which brought the Pulitzer Prizes, was handled. From the first, she said, "we solved to handle it with more than our usual scrupulous attention to detail."

"Our two young reporters were backed by not one but four editors—Barry S. Sussman, the city editor, Harry Rosen-

feld, the metropolitan editor, and Ben Bradlee, the executive editor.

"No Watergate story—in fact, not a single word—went into print until at least one of the three top editors had read it. That was one rule. There were two other rules as well: one, that every fact based on anonymous sources had to have at least two independent sources; and, second, that we would not print anything reported by any other media—any other newspaper or station—unless we had verified it ourselves."

"In other words, we refused to print anything floated by a single, unnamed source—and we refused to take any other reporter's word for anything."

Watergate coverage is hit by Agnew, Proxmire

Vice President Spiro Agnew said May 8 that while he applauded the news media on its coverage of Watergate, some of its reporting techniques were "a very short jump to McCarthyism."

Speaking at the University of Virginia student legal forum, Agnew denounced the press for what he called its "prolific use of hearsay material" and use of unnamed sources to substantiate its widespread allegations.

He lauded the *Washington Post* for its Watergate reporting, but criticized that paper also for reporting hearsay information. Agnew said "some elements of the press" had made some contribution to the case, but its contribution has been "overblown by self-adulating rhetoric."

He asserted that the public would have eventually been informed of all details of the bugging and related incidents without this kind of reporting.

On the Senate floor, Sen. William Proxmire (D-Wisc.), a persistent critic of the Nixon Administration, said May 8 that news stories linking President Nixon with the Watergate coverup are "McCarthyism at its worst."

"President Nixon is being tried, sentenced and executed by rumor and allegation," said Proxmire, referring to reports of charges by former counsel John Dean that the President was directly involved in the coverup.

His speech before the Senate was seconded by Senate Republican Leader Hugh Scott and Senate Democratic Whip Robert C. Byrd.

D. Eisenhower hired by Phila. Bulletin

Philadelphia Bulletin managing editor George B. Packard said May 9 that David Eisenhower, 25, President Nixon's son-in-law has taken a job as a baseball writer for the newspaper.

Packard said Eisenhower will cover the Philadelphia Phillies and write a Sunday sports column. Eisenhower, an avid baseball fan, once worked as a statistician for the old Washington Senators ballclub as a summer job.

President Eisenhower's grandson "said he could not write about government or politics," Packard said.

Past Week's Range of Stock Prices

NEWSPAPERS		5/2	5/9
American Financial Corp (OTC)	13 1/8	13 1/2	13 1/2
Booth Newspapers (OTC)	18 1/2	18 1/2	18 1/2
Capital Cities Com (NYSE)	46	44 1/2	44 1/2
Com Corp. (OTC)	4 1/4	4 1/4	4 1/4
Cowles Comm (NYSE)	6 1/8	6 1/8	6 1/8
Dow Jones (OTC)	33 1/4	33 1/4	33 1/4
Downe Comm (OTC)	2 1/2	2 1/2	2 1/2
Gannett (NYSE)	37	39 1/2	39 1/2
Harte Hanks (NYSE)	10 1/4	11 1/8	11 1/8
Jefferson-Pilot (NYSE)	57	63 1/2	63 1/2
Knight (NYSE)	44	45 1/4	45 1/4
Lee Enterprises (AMEX)	17	16 1/4	16 1/4
Media Genral (AMEX)	36 1/2	35 3/4	35 3/4
Multimedia (OTC)	23 3/4	23	23
New York Times (AMEX)	13 1/4	13	13
Panax (OTC)	6	6	6
Post Corp. (WISC.) (OTC)	12	12	12
Quebecor (AMEX)	16 1/2	17 1/2	17 1/2
Riddar Publications (NYSE)	19 1/2	18 1/2	18 1/2
Southam Press (CE)	30 1/2	31 1/2	31 1/2
Speidel (OTC)	14 1/2	13 1/2	13 1/2
Thomson Newspapers (CE)	13 1/2	14	14
Time Inc. (NYSE)	37	38	38
Times Mirror (NYSE)	18	18 3/4	18 3/4
Toronto Star (CE)	22	22 3/4	22 3/4
Washington Post (AMEX)	24 1/2	25 1/4	25 1/4

SUPPLIERS		5/2	5/9
Abitibi (CE)	10 3/4	11	11
Addressograph Multi. (NYSE)	17 1/2	17 1/2	17 1/2
Alden Electronics (OTC)	1 1/4	1	1
Altair (OTC)	4 1/4	4	4
Anglo-Canadian (CE)	7 1/4	8 1/8	8 1/8
Ball Corp. (OTC)	16 1/2	16 1/2	16 1/2
B.C. Forest (CE)	34	18 1/2	18 1/2
Berkey Photo (NYSE)	13	12 3/4	12 3/4
Boise Cascade (NYSE)	10 1/2	11	11
Compugraphic (AMEX)	25 1/4	26 1/4	26 1/4
Compuscan (OTC)	5 1/2	6 1/4	6 1/4
Crown Zellerbach (NYSE)	26 1/4	28 1/8	28 1/8
Cutler-Hammer (NYSE)	30 1/2	35 3/4	35 3/4
Dayco (NYSE)	16 1/2	16 1/2	16 1/2
Digital Equipment (NYSE)	79 1/2	87 1/2	87 1/2
Domtar (AMEX)	20	20	20
Dow Chemical (NYSE)	102 3/4	109	109
Dymo (NYSE)	18 1/2	18	18
ECRM (OTC)	8	7 1/2	7 1/2
Eastman Kodak (NYSE)	134 3/4	138	138
Ehrenreich Photo (AMEX)	10 1/2	9 3/4	9 3/4
Eltra (NYSE)	29 1/4	30 1/2	30 1/2
General Electric (NYSE)	59 1/2	61 3/4	61 3/4
Georgia Pacific (NYSE)	31 1/2	33 1/4	33 1/4
Grace, W. R. (NYSE)	23 1/4	24 1/2	24 1/2
Great Lakes Paper (CE)	22	21 1/2	21 1/2
Great No. Nekosha (NYSE)	45	45 3/4	45 3/4
Harris Intertype (NYSE)	29	29 1/2	29 1/2
Inmont (NYSE)	8 1/2	9	9
International Paper (NYSE)	35	37 1/2	37 1/2
Itek Corp. (NYSE)	27 1/2	28 1/2	28 1/2
Kimberly Clark (NYSE)	40 1/2	41 1/2	41 1/2
LogElectronics (OTC)	4 1/4	4 3/4	4 3/4
MacMillan, Bloedel (CE)	29 3/4	31	31
Milgo Electronics (AMEX)	18 1/4	21 1/2	21 1/2
Millmaster Onyx (AMEX)	10	10 1/2	10 1/2
Minnesota Min. & Mfg. (NYSE)	77 1/2	84	84
*Photon (OTC)	—	—	—
Richardson (NYSE)	13 1/2	13 3/4	13 3/4
Rockwell Intl. (NYSE)	23	24 1/2	24 1/2
Singer (NYSE)	51 1/2	51 1/2	51 1/2
Southland Paper (OTC)	16	17 1/2	17 1/2
Southwest Forest Ind. (NYSE)	9 1/2	9 1/4	9 1/4
Sun Chemical (NYSE)	20	19 1/2	19 1/2
Wheelabrator-Frye (NYSE)	12 1/2	14 1/2	14 1/2
White Consolidated (NYSE)	13 1/2	15 1/2	15 1/2
Wood Industries (AMEX)	13 1/2	13 1/2	13 1/2

ADVERTISING AGENCIES		5/2	5/9
Doremus (OTC)	6 1/4	6 1/4	6 1/4
Doyle, Dane, Bernbach (OTC)	15	14 3/4	14 3/4
Footo, Cone, Belding (NYSE)	9 1/8	9 1/4	9 1/4
Frank, Clinton E. (OTC)	9	8 3/4	8 3/4
Grey Advertising (OTC)	12	11	11
Interpublic Group (NYSE)	17	17 1/4	17 1/4
Needham, Harper & Steers (OTC)	13 1/2	13 1/4	13 1/4
Ogilvy, Mather (OTC)	22 1/4	20 1/2	20 1/2
PKL Co. (OTC)	1 1/2	1 1/8	1 1/8
J. W. Thompson (NYSE)	14 1/2	15	15
Tracey-Locke (OTC)	5 1/4	6 1/2	6 1/2
Wells Rich Greene (NYSE)	12 3/4	11 3/4	11 3/4

*Trading suspended 3/26-5/14.

** 2 for 1 split

Newsroom shooting

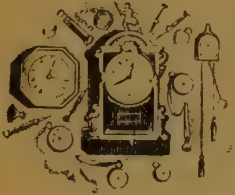
Jean-Pierre Charbonneau, a reporter for *Le Devoir* in Montreal was shot and wounded May 1 by a man who walked into the newsroom asked for him by name. He was hit in the left arm by one of three shots. The gunman fled. Charbonneau, 23, has been reporting regularly on the Quebec Police Commission inquiry into organized crime.

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ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

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PLAY "NAMES" IN YOUR NEWSPAPER. The new people-pleasing fun game for all ages. Readers use their own names to play this fascinating, addictive, computerized, alphabetical take-off on "Bingo"! Implement for Reader Interest, Circulation, Merchant Tie-In, etc. (Let us help you count the ways!) Send for sample package: NUWORD GAME, INC., BOX 413, SOUTHFIELD, MICH. 48075.

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A NEWSMAN with years of experience in covering the energy industries writes The Energy Report, a unique weekly feature that examines significant developments in an increasingly important field. For samples and cost, write to: Bill Mullins, The Energy Report, J-2 Oaktree Drive, North Brunswick, N.J. 08902.

GENERAL

GET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3735 Macbeth, San Jose, Calif. 95127.

GENERAL

CONTEMPORARY FEATURE SERVICE writes today's articles for today's editors: Future Tense, Changing Woman, Stock Pot, Contemporary Newsfeature of the Week. For now subjects in now style: Contemporary Features, Box 404, Chappaqua, N.Y., 10514. Today.

HUMAN BEHAVIOR

FEATURE ON CONTROL OF SHOP-LIFTING AND CRIME (1000 words) written by accomplished professor available from Eagle Feature Syndicate, 627 Beverly Road, Pittsburgh, Pa. 15243, or call (412) 343-2508.

WHY YOU BEHAVE THAT WAY—by Dr. S. Didato (nationally known behavior scientist). Explains why readers act, think, feel as they do. Gives practical science-based tips on the topic, e.g. child development, school study, depression, job satisfaction, etc. Samples. Box 798, Editor & Publisher.

NEWS FILLERS

NEWS FILLERS—2 to 8 lines. Camera ready copy or set your own. Our 42nd year. Samples, prices on request. Standard Filler Service, Box 189, St. Cloud, Minn. 56301.

NUTRITION

WEEKLY RECIPE FOR HEALTH column offers readers help with special diets (low calorie and restricted). All approved by graduate nutritionist. Samples: Jay-Kay Recipe Service, Box 598, Pontiac, Mich. 48056.

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"THE STRANGE WORLD OF BRAD STEIGER", now in 45 U.S. papers with over 5 million readers. Samples, rates and date on request. Other Dimensions, Box 140, Decorah, Iowa 52101.

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it as an additional line in your copy.

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Use of borders, boldface type, cuts
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Box numbers, which are mailed each day
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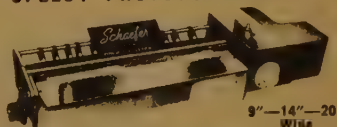
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MISCELLANEOUS

CONVERSION to Photo Composition will make hot metal equipment available September '73. Send for list of available equipment. Robert Mayer, Daily Intelligencer, Doylestown, Pa. 18901.

COMPLETE CONVERSION to Photo Composition and Letterflex leaves surplus Composing Room, Engraving and Stereotype (23 1/2" cut off) equipment available about March 1, 1973. Currently operating. Prices negotiable. Contact: L. A. Larson, Purchasing Officer, The Washington Star-News, 2nd and Virginia Ave., S. E., Washington, D. C. 20003. (202) 484-4760.

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URBANITE QUARTER FOLDER—Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

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GENERAL MANAGER for rapidly growing newspaper of 15,000 paid circulation in explosive growth market. Excellent opportunities if you demonstrate what you can do to move forward with solidly established property. Ideal candidate would be profit-oriented with editorial and sales strengths that he can produce and sell a product while maintaining effective financial control. Competitive salary and appealing incentives. Box 776, Editor & Publisher.

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EXCELLENT OPPORTUNITY exists for Circulation Director with a fast growing, aggressive, 30,000 daily in Zone 5. Must have experience and be a self starter. Salary plus bonus program. Send resume to Box 812, Editor & Publisher.

EXPERIENCED DISTRICT MANAGER who is interested in how it done on an aggressive, fast growing newspaper. We have the opportunity plus loads of fringes. If you have the desire for greener pastures and a career-minded, write furnishing detail about yourself, salary, etc. Box 69, Editor & Publisher.

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CIRCULATION MANAGER for 14,000 circulation afternoon daily and Sunday at Area 7. Excellent opportunity individual with background in circulating and promotion. Attractive salary and benefits. Qualifications first Box 764, Editor & Publisher.

CIRCULATION MANAGER for circulation department. Must have vision and ability necessary to work up carrier contests. Prefer experienced circulator. Write furnishing details, experience and starting salary. Setup, good opportunity to move Zone 2. Box 705, Editor & Publisher.

CIRCULATION MANAGER

Controlled weekly in Zone 2 seeks experienced circulator to take complete charge of department. If you are currently a District Manager or assistant on a small daily or large weekly, this could be your chance to advance.

You are a self-starter, not afraid of hard work, hours or a tough boss, we'd like to have your resume and salary requirements. THE BERGEN NEWS PUBLISHING CORP., P.O. Box 130, Lodi Park, N.J. 07650.

CIRCULATION MANAGER — 6-day morning, 12, city territory experience. Take person for new expanded area virgin territory. Must be sales oriented. Send complete resume of your record of what you have done salary requirements to Box 844, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

Expanding Southern California afternoon daily needs aggressive classified manager to build staff, line and profits. Recent acquisitions of new lines and shopper presents tremendous opportunity for record breaking sales. Send full resume and earnings statement to Box 848, Editor & Publisher.

DISPLAY ADVERTISING

BUSINESS MANAGER — Opportunity in small chain for qualified advertising salesman to step up in responsibility. Prize winning circulation daily, 5,000 circulation, in thriving cultural area. Supervise staff, dedicated staff. Person we seek must be a self starter, well organized, professional and prepared to play an essential role in Auburn, Ind., the heart of classic automobiles. Contact: Kroemer, Editor and General Manager, The Evening Star, Auburn, Ind. 46706.

ADVERTISING SALES

Florida's best newspapers are on the move for 1973 with ambitious expansion plans in advertising sales in the panhandle area.

You are a seasoned advertising representative, well versed in retail display, and your opportunity to join an enthusiastic, professional sales team offering high quality advertising to Florida's West Coast business community. In addition to a good base salary, you'll set your own pace with one of the most imaginative incentive plans in the industry, plus partake of "extras" such as company paid profit sharing, pension plan, life insurance, health insurance, liberal paid vacations and holidays, quarterly cost of living and Christmas bonuses, and many more. To mention the enjoyment of life in the Gulf of Mexico's sunny shores. Write, describing yourself, experience and salary requirements: Employment Manager, Times Publishing Co., P.O. Box 1121, St. Petersburg, Fla. 33731.

ST. PETERSBURG TIMES
EVENING INDEPENDENT

HELP WANTED DISPLAY ADVERTISING

CENTRAL NEW YORK DAILY needs aggressive display sales person. \$150 per week plus commission and full fringe benefits. We are a fast growing communications company. Send resume including references to Box 802, Editor & Publisher.

NORTHERN ILLINOIS suburban newspaper group seeks advertising representative to make calls at major retail chain store headquarters and cover general advertising accounts in Chicago area. Starting salary range: \$14-15,000. Excellent fringes. Send complete resume, references. Box 847, Editor & Publisher.

DISPLAY SALESMAN for fast growing Southern California daily. Ideal location for secure future with advancement. Excellent salary and commission plus car allowance and fringes. Send resume to Ad Manager, Daily News, Camarillo, Calif. 93010.

AGGRESSIVE AD DIRECTOR for financially solid suburban group (dailies, weeklies) in fastest growing area of Texas. 6-man ad staff presently. Start with \$14,700 guarantee. Qualified applicants interested in permanent position only please. Write confidentially to Publisher, P.O. Box 34195, Dallas, Texas 75234.

AN OPPORTUNITY TO MOVE UP

Excellent opportunity for energetic person who wants to move ahead in trade journal advertising, learning field under working publisher and taking full responsibility for sales as ability warrants. Familiarity with advertising sales desirable, but limited experience will by no means disqualify applicant. Primary concern is finding person with intelligence and aptitude who is determined to apply initiative to build his income as he builds sales. Write Harry L. Peace, P. O. Box 52288, New Orleans, La. 70152.

UPSTATE NEW YORK DAILY and Sunday needs a creative, aggressive retail salesman who's decided that he wants to be successful. If you have a few years experience, can sell ideas and think you'd like to be a manager some day, you might want to join our team as we're part of a highly regarded multi-state newspaper group. The salary is open, the benefits and living conditions are excellent and the chance to make a bright future for yourself is here. Write in complete confidence to Box 831, Editor & Publisher.

An Expanding Dynamic DENVER, COLORADO

suburban weekly newspaper group seeks knowledgeable salesmen with minimum of three years experience for permanent positions with a future. This is an open invitation to all who qualify to contact us now should you be planning a vacation trip in this area. Let us know your plans by writing Jack Collier, Community Publications Company, 8885 W. 14th Avenue, Lakewood, Colorado 80215.

GROWTH OPPORTUNITY for experienced display salesman with 6-day daily in beautiful Southwestern city. Salary, commission, car allowance, fringes. Send references, samples, photo. Box 821, Editor & Publisher.

WE NEED outstanding advertising manager within our group. 10 to 20,000 population communities. Must have solid background. Willing to pay top salary and bonus for this classification. Write A. V. Lund, Shaw Newspapers, Dixon, Ill. 61021.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience, \$18,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

HELP WANTED DISPLAY ADVERTISING

WE WILL PAY TOP DOLLAR for the best person in the country to direct a retail ad staff of 19 on a 70,000 circulation morning newspaper in the Midwest. Most modern cold type, offset plant in U.S. Must be strong personally in sales, administration and retail advertising promotion. Personal interview a must. Send personal data and track record to Box 770, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Send references to Box 740, Editor & Publisher.

AD MANAGER

wanted for excellent 18,000 Midwest offset daily. A real opportunity for a person now on a smaller paper, or the second man in a larger paper. Good fringe program, plus opportunity for further advancement.

Salary plus incentive. Must be able to handle planning and promotion, take full charge of retail department. Prefer person with Midwest background.

Write full details to Box 777, Editor & Publisher. All letters will be kept confidential. State availability for interview at our expense.

CHICAGO AREA DAILY seeks bright aggressive Advertising Director. Candidates should have at least 2 years sales or sales management experience. \$20,000 plus bonus. Send resume to Box 815, Editor & Publisher.

EDITORIAL

MANAGING EDITOR to supervise and train staff, put out 6,000 5-day PM paper full of local news and help fast-growing newspaper grow even faster. Must be aggressive, hard-working. Write fully to David Frazer, Statesboro Herald, Statesboro, Ga. 30458.

NEWS EDITOR

I'm a young managing editor looking for an aggressive news editor with a flair for design and a sharp copy pencil. We're a moving afternoon paper which likes to shake the trees, but we want to look better too. The person I want has been a top-notch reporter and has some solid desk experience. Will be second in command of a 21 person newsroom on a 20M Midwestern daily near a big city. If you want a challenge, good pay, good benefits on a paper with guts, contact Box 804, Editor & Publisher, immediately.

WE WANT a seasoned pro who's young enough to learn more to become No. 2 person in a rapidly growing twice-weekly newspaper of 60,000 circulation. We're growing quickly with an award-winning track record. We want a hard-driving reporter-photographer-editor to become No. 2 in our newsroom, a position created by growth in pleasant Jersey shore locale. Send resume, clips, salary requirements to Box 781, Editor & Publisher.

HEADLINE WRITER

Fast, accurate deskman for medical newspapers in Washington, D.C. Familiarity with medical terminology helpful, not essential. Good pay, benefits, fringes. Knowledge of layout strong plus that could expand job. State salary history in resume to Room 3, 4907 Cordell Ave., Washington, D.C. 20014.

SMALL AREA 1 DAILY needs editorial, feature writer who can do it all when needed. Independent, liberal, strong on local issues. Full particulars to Box 784, Editor & Publisher.

HELP WANTED EDITORIAL

WANTED: Mature editor to edit and help manage good weekly paper in resort town. Call Osia Williams, (615) 526-7161.

REPORTER-EDITOR-DESKMAN who would like to live in great Southwest and work on better-than-average newspaper. Fine opportunity for writer who takes pride in his work and wants job with future. Box 745, Editor & Publisher.

WOMEN'S EDITOR, small north Alabama daily. Must have college or experience, prefer both. 15,000 college town, near Huntsville, short drive to Nashville. Fringe benefits, good working conditions. Send resume immediately to Drawer 190, Cullman, Ala. 35055. Will reply to all.

PORTFOLIO DEVELOPMENT SPECIALIST

Nationwide Insurance Co., Columbus, Ohio, has an opening for a person with professional writing experience as a portfolio development specialist. The person we are seeking will have 5 to 10 years writing experience, preferably in the casualty or commercial insurance field and will be responsible for developing and maintaining sales reference guides for the office of marketing. We prefer a college graduate with a major in Journalism, experience in the newspaper or publishing business helpful. Starting salary open, with excellent benefits package including profit sharing. Submit resume and salary requirements to F. K. Gill, Nationwide Insurance Co., 246 N. High St., Columbus, Ohio 43216.

FIRST NEWSPAPER in America's oldest city seeks an energetic reporter with some daily or weekly experience, one who can write with brevity, clarity in hard news for our 8,000 PM, and produce features with a twist for our weekend magazine. Excellent fringe benefit package includes medical, pension, vacation, holidays, overtime beyond 40 hours, car allowance. Patrick Lynn, Managing Editor, The Record, P.O. Box 1630, St. Augustine, Florida 32084. (904) 829-6562.

CITY EDITOR—Ohio daily needs deskman who knows typography, who can encourage a small news staff and who can dig up local stories. Reply to Box 742, Editor & Publisher.

MANAGING EDITOR-REPORTER for award winning South Carolina semi-weekly to manage news staff of five. Send complete details, including snapshot, in confidence. Prefer enthusiastic family type with desire and know-how to produce excellent newspaper. Modern, air-conditioned offset plant. Good pay and fringe benefits. Box 688, Editor & Publisher.

COPY EDITOR

Desk job available immediately in the Midwest on one of the country's outstanding morning metropolitan newspapers. Experience in editing and headwriting essential. Journalism graduate with a minimum of two years experience preferred. Excellent salary and generous employee benefits. Write Box 800, Editor & Publisher.

SMALL NEWS DAILY in Zone 5 seeks editor interested in challenge; need leader capable of competing against larger daily; young, talented staff. Send resume to The Daily News, P.O. Box 1466, Green Bay, Wisc. 54305.

WE'RE LOOKING for the best feature writers in America. Top craftsmen who can touch the reader's soul. Writers who can evoke emotions... move people to smile and cry. You'll start at around \$20,000 on this tough, demanding job. Send brief resume and samples of your best work. Don't phone. A try-out will be required. Roger Langley, Assistant Editor, NATIONAL ENQUIRER, 600 South East Coast Avenue, Lantana, Florida 33462.

HELP WANTED**EDITORIAL**

WORKING CITY EDITOR—Opportunity in small chain for qualified reporter to step up in salary, responsibility. Prize winning growing daily, 6,000 circulation, in expanding cultural area. Cover police, city hall, some camera, some features. Dedicated staff of 4+. Person we seek must be a self starter, well organized professional and prepared to play an important role in the community. Write fully in first letter to Mrs. L. Joyce Smith, Managing Editor, News-Sun, Kendallville, Ind. 46755.

EDITOR WANTED: Somewhere there is a soul who would like to enjoy Appalachian life and on the side write and edit a 50-volume heritage encyclopedia of West Virginia. Write Jim Comstock, Richwood, W. Va. 26261.

FOOD EDITOR/WRITER

A leading Zone 5 metropolitan daily-Sunday seeks food editor or writer. Desire experienced person preferably with degree in home economics-journalism with orientation toward foods. Write Box 727, Editor & Publisher.

NEWS EDITOR to lead 13M daily's talented staff of 8. Prefer Midwesterner. Write or call Roger Matz, Sentinel, Fairmont, Minn. (507) 235-6362.

WE WANT a seasoned sports editor who can direct a 2-man staff in the Piedmont, with heavy emphasis on local sports. Experience in editing essential, flair for makeup desired. If willing to dig, contact Editor, Gastonia Gazette, Gastonia, N.C. 28052.

EDITOR

We're looking for a top magazine professional to head up one of the fastest growing books in a multi-book house with a real future. Knowledge of EDP and the computer industry a real plus but not an absolute requirement. Suburban Chicago away from the city's "hassle." Send resume and salary history (don't phone) in complete confidence to: Thomas J. Trafals, editorial director, Hitchcock Publishing Co., Hitchcock Building, Wheaton, Ill. 60187.

TOP-NOTCH COPY EDITOR needed by newspaper group of semi-weekly and weeklies. Salary commensurate with ability. Send resume. H & S Publishing Co., P.O. Box 400, Tullahoma, Tenn. 37338.

COPY EDITOR

Do you have 1 or more years of copy desk experience? Are you able to edit copy sharply, write accurate and lively heads and layout pages?

If you answered "yes" to those questions, we have an opportunity for you on our 19,000 circulation, 6-afternoon offset paper. We are located in a friendly city of 35,000 in a rapidly growing area.

Salary commensurate with your ability, plus excellent company paid benefits. If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Jack Hildebrand, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

COUNTY SEAT weekly in rural Midwest seeks literate individual capable of directing entire news operation — and doing most of the responsible work. Present capable reporter-photographer will remain. Proud paper, seeks always to do good news job, stresses accuracy. Absentee but frequently-on-hand publisher. No ad sales, little photography, no darkroom work, no paste-up (we're letterpress in our own, capably staffed shop) — but on Wednesdays all hands work on that week's paper. This is a job for someone who likes to keep busy and do more than a ho-hum job. Age and gender immaterial, but applicant should want to live in a small town. Major metropolitan area two hours away; Big 10 university even closer. Write Box 810, Editor and Publisher.

HELP WANTED**EDITORIAL**

COPY EDITOR needed by 40,000 Pennsylvania morning daily. If you're working the desk of a smaller daily, and agree that skilled editing and headline writing are hallmarks of a quality newspaper, we'd like to discuss with you why this opportunity may be better than most. College and experience essential. Write full details promptly: Box 799, Editor & Publisher.

FREELANCE

WRITERS—I am seeking freelance articles about 2,000 words with photos or art, about travel, the oil field, the Old West, or about any other topic. We pay up to 10¢ a word depending on quality. Kit van Cleave, P.O. Box 1675, Houston, Texas 77001.

LAYOUT/PASTE-UP

PRODUCTION LAYOUT ARTIST, experienced in producing camera-ready advertising layouts in volume with cold type and repro mat services. Fine working conditions and benefits. Call Mr. Signer, (813) 688-8508 or write 913 S. Florida Ave., Lakeland, Fla. 33803.

MARKETING

LEADING MANUFACTURER of computer based photo-typesetting equipment is expanding its marketing organization nationally. Positions available for aggressive individuals with graphic arts and EDP systems experience. Send resume to Autologic Inc., 9119 DeSoto Ave., Chatsworth Calif. 91311.

PRESSROOM

PRESSMAN for offset weekly newspaper located on the Mississippi Gulf Coast. Complete knowledge of Cottrell V-15 press necessary. Central printing plant where several newspapers are printed. Call Edward Hall collect, (601) 467-5474, days, (601) 467-6540 nights.

PRESSMAN-STEREOTYPER

Permanent position for experienced person. Good scale and fringe benefits. Call collect (217) 352-5252 or write Steve Farruggia, Pressroom Foreman, The News Gazette, 48 Main St., Champaign, Ill. 61820.

WEB OFFSET PRESS INSTALLER—Experienced in press repairs, operation and field installation. Must be willing to travel and relocate in Kansas City area. Good salary and fringe benefits. Send complete resume including work experience and references. INLAND NEWSPAPER MACHINERY CORP., 1720 Cherry Street, Kansas City, Mo. 64108.

URBANITE PRESSMAN, AT LEAST 2 YEARS EXPERIENCE. CALL (303) 892-5551, EXT. 60.

WANTED: Experienced Goss offset pressman. Write giving resume and showing salary and years of experience. The Fayette Tribune, Box 139, Oak Hill, West Virginia 25901.

PRODUCTION

PHOTOTYPESETTING MANAGER capable of markup, layout, production. Zone 2 location. Knowledge of computer helpful. State experience, references, salary requirements. Replies confidential. Box 767, Editor & Publisher.

PRODUCTION ENGINEER

A Zone 5 daily with a circulation of about 40,000 has a unique opportunity for a production engineer. Let us hear from you in confidence. Box 834, Editor & Publisher

PHOTOCOMPOSITION SUPERVISOR Assume charge of computerized composing department in Rhode Island. Markup capability, co-ordinate paste-up and scheduling. Ideal opportunity for competent individual. (401) 724-0200.

HELP WANTED**PUBLIC RELATIONS****WRITER****AAA MOTOR CLUB**

2-3 years with a city or town paper, house organ, re-write or other solid editorial combination for monthly tabloid dealing with transportation, legislative, travel, etc., as well as other PR media. Opportunity for organized, energetic individual wanting stimulation, security and advancement to learn and grow in congenial career position. New York City. Please mail full resume, salary requirements. Box 789, Editor & Publisher.

OPPORTUNITY for talented news and feature writer who wants to make a career with large Chicago Public Relations firm. Stable organization, many fringes, prefer reporter from Region 5. Box 807, Editor & Publisher.

WRITER

(dependent on qualifications)
Salary: \$9,520 to \$13,996

The National Cancer Institute, office of Public Affairs, is looking for a writer with meaningful writing and reporting experience with a major newspaper and a thorough background in the medical sciences to write reports, pamphlets, news releases, articles and news stories on activities in cancer research and to develop a variety of special communications projects. Must be able to write in terms laymen understand.

Send resume to the National Cancer Institute, Personnel Office, Bldg. 31, Room 3A-33, Bethesda, Md. 20014.

An Equal Opportunity Employer, M/F

HELP WANTED**PUBLIC RELATIONS**

TALENTED WRITER with media background needed by Upstate New York manufacturer solid spot on News Bureau. Technically experience helpful but not essential. Applicant must be willing and able to learn. Job involves press relations, development of publicity programs, dissemination of news. Equal opportunity employer. Send resume, write samples to Box 826, Editor & Publisher.

REPORTER TO SWITCH TO PUBLIC RELATIONS

If you're earning between \$8,000 and \$14,000.

And if you're a news or feature writer on a daily and ready to start earning some money on the public relations side in the New York area... Then rush us your resume.

As the leading recruiter of public relations men and women, we have several searches on tap for giant blue chip corporations and PR agencies in the New York area. Our fees are paid by management.

EDWIN B. STERN
Executive Recruitment, 15 E. 48, New York, N.Y. 10017

EDITOR/PUBLIC RELATIONS representative for Zone 2 aerospace division. Applicants should have newspaper background and the interest and versatility to handle a wide range of technical writing assignments. Job involves the PR spectrum: press releases to plant tours, in addition to editing tasks. State salary requirements and send resume to Editor & Publisher.

Positions Wanted...**ACADEMIC**

ADVERTISING/BROADCASTING pro with 8 years experience and journalism Masters seeks teaching. Bob Junas, 936 Peace, Hazleton, Pa. 18201. (717) 454-1660.

ADMINISTRATIVE

PUBLISHER OR MANAGEMENT position. 15 years in all phases of newspapering. Proven company builder, developer of new ideas and markets, cost-cutter. Strong in sales, advertising, circulation, composing and presses. Company man, 34, at the top where I am. Box 765, Editor & Publisher.

AD MANAGER—All departments, all size competitive papers. Young, aggressive, successful. Resume, Box 791, Editor & Publisher.

YOUNG SEASONED General Manager with 10 years small offset daily and group suburban weekly experience seeks challenge with newspaper organization active in suburban expansion. Heavy advertising, production, promotion, voluntary pay background. Box 818, Editor & Publisher.

EXPERIENCED 15 YEARS many phases small daily mid-management. Will locate as needed for growth opportunity in same. (614) 852-9225 evenings.

BUSINESS OR GENERAL MANAGER of medium sized daily. 14 years experience business manager in all phases of small offset daily. Familiar with letterpress. Helped convert letterpress to cold type offset plant. Prefer Zones 8 or 9, will consider others. Resume, references. Available on short notice. Box 839, Editor & Publisher.

ADMINISTRATIVE

VETERAN NEWSPAPER MAN with \$20,000 cash would like to purchase or buy in daily or weekly in Zone 1 or 7. Business, advertising and production oriented. Box 842, Editor & Publisher.

CIRCULATION

PRESENTLY EMPLOYED Circulation Manager with ABC daily and Sunday desires to relocate. 20 years experience with 2 newspapers. BS degree, c in promotion and collection. Resume. Box 773, Editor & Publisher.

CIRCULATION MANAGER—Experienced in all phases of circulation, increase and revenue producer. Talent for organization, training and promotion. Box 793, Editor & Publisher.

26 YEARS EXPERIENCE — 45 Years Old. Top circulation expert now available. No metros. Complete range successful experience. **MANAGEMENT MOTIVATION! PROFITS!** Look at proven performer. Write Box 810, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING MANAGER, experienced small dailies, weeklies, maturation minded. (314) 646-3676. Write Box 188, Bland, Mo. 65014.

RETAIL ADVERTISING DIRECTOR/MANAGER OR NATIONAL COOP AD DIRECTOR

Experience, 20 years retail sales promotion with Midwest daily a Sunday 400,000 circulation, 2 years working with National Coop Program Age 43. Box 796, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

DISPLAY ADVERTISING

AD MANAGER with 7 years experience in daily and non-daily editions seeks position on newspaper in Eastern Texas or Louisiana. Proven record in sales and promotion. Call (713) 296-4476 in Winnie, after 5 PM or write Box 843, Editor & Publisher.

SALE AD MANAGER seeks position with Florida daily. Box 846, Editor & Publisher.

EDITORIAL

EDITOR: Writes concise, knowledgeable, hard-hitting reviews of drama, fiction, art, films, books. Young, imaginative '72 English honors graduate. I can handle it. Resume samples. Thomas S. Kinter, 760 Hill, Rt. 1, Elmira, N.Y. 14903. (562)-8102.

EXPERIENCED WRITER with comprehensive editing and layout background seeks desk position. Age 29, degree, family, now employed. Any Zone, Box 790, Editor & Publisher.

SATELLITE, hard-working writer wants to expand part-time into full-time writing career. MA in literature; background solid in arts, religion, sports, education. Will relocate in Zone 3. Box 787, Editor & Publisher.

"DEEL WORLD" REPORTER, experienced in film-theatre criticism, national press junkets, an in-depth personality interviewer and media-oriented book-periodical reviewer seeks position with daily in Zone 2. Resume featuring nationally recognized references supplied upon request. Box 712, Editor & Publisher.

MAN, 23, with 2 years newspaper experience—features, photos and hard news—wants to report politics or offbeat. West Coast, South or foreign territory preferred. Box 788, Editor & Publisher.

NON-DOCTRINAIRE, accomplished editorial writer wants to tell it like it is and should be. Box 8190, Washington, D.C. 20024.

WRITER, 7 years all-around reporter and copyreader 1 year, all on same mighty middleweight in state capital city. Want a crack at the big one. Lucid, fast, accurate. Box 741, Editor & Publisher.

RESPONSIBLE, AGGRESSIVE, creative newspaperman with 16 years experience on 85,000 circulation newspaper seeks position with challenge and opportunity. Experience includes assignments as general assignments reporter, beat reporter, city editor and managing editor for prize-winning papers, including Pulitzer. Box 772, Editor & Publisher.

MANAGING EDITOR for small or medium daily. Experienced in both metropolitan and smaller papers. Loan, 45, now in Florida, will relocate. Chas. Stine, 7169 Blanding, Jacksonville, Fla. (904) 771-5371.

A JOURNALISM, BA Business female grad seeks feature and/or business writing spot. 5-month intern for national company. Box 748, Editor & Publisher.

RED OF RUT, 10 years professional experience. Currently employed as letter-columnist with daily of 175,000 circulation. Have BA in journalism and speech, and MA in communication theory. Experience includes makeup editing as well as daily writing, charge of hiring and training part-time employees. Box 713, Editor & Publisher.

LOCATING REPORTER, 24, single, seeks general assignment and/or desk job. Zone 2. 3 years professional, 4 years college experience. Box 739, Editor & Publisher.

EDITOR & PUBLISHER for May 12, 1973

EDITORIAL

VETERAN heavily experienced on metropolitan papers wants responsible position on medium sized paper South, Southwest, or far West. Presently employed with wide background and zest for newspaper business. Rim, desk, managing editor ability. Sober and reliable. Write Box 778, Editor and Publisher.

WASHINGTON CORRESPONDENT for newspaper group, female, 22, wants to do the same for company with advancement and better pay. BA, working on MA in economics. Box 805, Editor & Publisher.

IMAGINATIVE YOUNG WOMAN, Smith Grad '73, English major, writing experience with college paper, seeks reporting position. Prefer Zones 1, 2 or 9. Box 760, Editor & Publisher.

HARD WORKING bright young man with 2 years Capitol Hill writing experience seeks news writing position. International relations background. fluent German. Willing to relocate. Top references. Box 806, Editor & Publisher.

EDITOR — MA in writing, formerly editorial assistant N.Y. Times, assistant editor New Leader, presently college instructor. First novel just published, editor of literary magazine. Desire editorial position in New York, California, or New England area. Box 809, Editor & Publisher.

SPORTS EDITOR (writer-deskman)—Now in 8th year with prize-winning major daily. Go anywhere for right opportunity. Top references. Box 828, Editor & Publisher.

YOUNG employed reporter, broad background, ambition and BA seeks position on medium or large daily as outdoor or environmental writer. Zone 7, 8, 9 or 1. Box 811, Editor & Publisher.

FEMALE SPORTSWRITER, 23, '72 J-Grad, seeks position on daily, any Zone. Award-winning college sports editor, enthusiastic, knowledgeable, responsible. Recent PR experience. Pay not important. Experience is what counts! Box 813, Editor & Publisher.

BILINGUAL NEWSMAN, 5½ years experience, including large metro daily and wire service, seeks news position. SDX member, family man, many freelance credits. Will relocate, U.S. or foreign. Box 816, Editor & Publisher.

READY-MADE NEWSPAPER STAFF, young but with aggregate 50 years experience, seeks opportunity to produce existing or new publication. Turnkey venture offers Managing Editor, sports editor, photographer and contributing editor experienced in all phases of newsgathering and production. Advertising personnel also possibility. Available immediately. Price negotiable. Now located in Zone 1. Call (617) 877-6792 or write Box 817, Editor & Publisher.

BA JOURNALISM, June '73. Some experience on New York City daily. Sports or general reporting, any Zone. Available July. Box 819, Editor & Publisher.

RADCLIFFE '72 seeks first reporting job — government major — photographer for college paper — Prefer Zone 1 but will go anywhere. Box 824, Editor & Publisher.

COPY EDITING position on medium or large daily sought by misplaced reporter, 25. 2 years plus on 37,000 daily. College editor. Married. Any Zone. Box 829, Editor & Publisher.

EDITOR — Seeking editorship of medium size daily or large weekly newspaper. Seasoned professional, but receptive to trends which make today's newspaper vital to readers and challenging to reporters. Solid growth record. Top references. Prefer New Jersey, Delaware, Maryland. Box 827, Editor & Publisher.

EDITORIAL

SPORTS WRITER, 22, 1 year on 20,000 Delaware daily, seeks step up. Broad experience in all athletic areas. Looking in Zone 2. Ambitious, hard working. (302) 994-4826. Box 830, Editor & Publisher.

BRIGHT, EARNEST journalism student, 21, with school newspaper experience, seeks position on small weekly or daily newspaper, preferably in Zone 2. Box 832, Editor & Publisher.

SCRATCH ME and I bleed ink. Political science graduate American University with specialty in communications can combine knowledge with operative background as daily editor's well-instructed daughter. Seek reporting job within commute from Bethesda, Md. Box 883, Editor & Publisher.

TROIKA READY TO TRAVEL. Senior, Managing, Associate editors combine 20 years magazine expertise. News format trades, consumer, special interest. All sizes, shapes, frequencies. Diverse backgrounds span comprehensive subject range. Will move separately or in tandem. Seek rational employer, metro New York. Box 845, Editor & Publisher.

EDITOR, 39, of medium daily, seeks immediate opening. Excellent record of revitalizing product, knows hot and cold operations, family man. Phone (618) 235-6106.

AWARD WINNING art critic will consider any area if opportunities match abilities. Box 835, Editor & Publisher.

WHAT AM I BID for newsmen, early 30's, 11 years on all desks except sports (past 8 on medium Zone 5 daily). Prefer South or Southwest. Consider others. Present salary \$200 week. Box 841, Editor & Publisher.

FREELANCE

CENTRAL AND WEST FLORIDA Stringer Advertising-Retail, National and Financial-Copy, Visuals, Storyboards-Heavy Print and Broadcast Media. Box 693, Editor & Publisher.

PHOTOGRAPHY

RECENT BA, 27, quality conscious, mature; experienced; seek photography position on your newspaper or magazine. Roger Nye, Box 316, Durango, Colo. 81301.

YOUNG ENGLISH PHOTOGRAPHER — 6 years newspaper/agency/commercial experience seeks position in U.S.A. or Canada. Write George Crane, "Bloxworth", Store Hill, Bermuda.

PHOTOGRAPHY

VETERAN Ex-Navy photographer. Graduate Layton School of Art, Milwaukee. 4 years experience with Midwest daily. Desire position with large or small daily. Prefer Zone 5 or 9. Box 775, Editor & Publisher.

PRODUCTION

SERVICE REPRESENTATIVE — 25 years experience in newspaper production. Formerly employed as assistant production manager of large metropolitan newspaper. Box 768, Editor & Publisher.

PRODUCTION MANAGER wishes to relocate in Maine or New Hampshire. Experienced letterpress/cold type — markup/makeup/pasteup/camera. Resume. Box 714, Editor & Publisher.

READY TO UPDATE your cold type operation? Composing room foreman available with systems design experience and know-how to make it go. Send for resume. Box 785, Editor & Publisher.

PRODUCTION MANAGER Circulation Group 10. 23 years experience newspaper production. Budget forecasting and effective cost controls. Computer and electronic peripheral devices in application to photocomposition. Box 774, Editor & Publisher.

COMPOSING ROOM FOREMAN. Knowledgeable in both hot and cold type. Proven leadership ability. Strong in personnel supervision, labor relations, cost analyst and quality control. Highest references. Box 750, Editor & Publisher.

PRODUCTION OR COMPOSING management. Experienced in most production departments, especially composing room: hot type, photocomposition, or conversion to cold type; ITU law and labor relations. Excellent production record as composing room foreman. Need change. Top references. Box 840, Editor & Publisher.

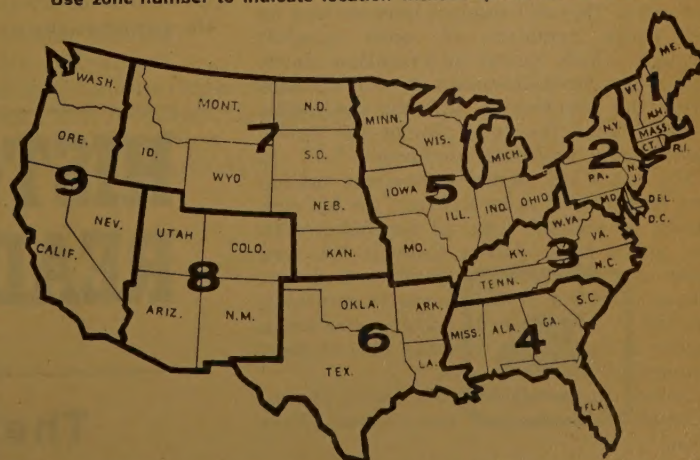
PUBLIC RELATIONS

PUBLIC RELATIONS position sought, 1972 graduate, BS, age 27, married, 1 child, veteran. Salary open. Prefer Zone 1 or 6. Box 825, Editor & Publisher.

FEATURES WRITER-PR: Stop looking! I've got a brain you can train — for less. BA Journalism. Interned writing PR for City of Miami. They loved my work! Use 35mm. Enthusiastic, hard working fact digger. PR-magazine spot open I can slip into? Zones 2 or 4. Box 836, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

Those helping hands

Newspapers are fortunate in having so many willing troops within the business, and associated with it, who quickly answer a call to arms.

As reported here March 3 and 24, a campaign by which newspapers can help the American people understand and appreciate the meaning of their First Amendment rights of free speech and free press was an outgrowth of a meeting of the National Conference of Newspaper Associations at ANPA headquarters in Reston, Va. Fifteen associations and organizations representing all phases of newspaper work participated in that session.

Phase I of the project was the reproduction and distribution of a series of six ads that appeared originally in the *South Bend Tribune*. The work was done as a public service by Metro Associated Services and the campaign was publicized to members by the ANPA Newspaper Information Service, the International Newspaper Advertising Executives and the International Newspaper Promotion Association. Many of the ads were used by newspapers around the country—no one has kept track of how many newspapers—and E&P reproduced them in consecutive issues, the last appearing April 28.

Phase II of this project began this month with distribution of four original ads on the same subject by SCW, Inc. Two of the pages are reproduced in this issue.

Early in June, Multi-ad Services will distributed four of its own ads, and in early July Metro will send out four more.

Expenses for ad development, engraving and slick proofing are being borne entirely by these creative services.

Adding to this combined effort are two ads recently published by Knight Newspapers as a part of its current corporate advertising campaign which are now being made available to any newspaper wishing to reprint them over their own logotype. The ads, prepared by Grey Advertising/Detroit, run eight columns wide by 147 lines deep. They have appeared in *Fortune*, *Business Week*, the *Wall Street Journal* and *EDITOR & PUBLISHER*.

One of the the ads is illustrated with the book burning scene from Nazi Germany and says: "It can't happen here as long as the press remains an open conduit through which public information flows. But if the press becomes a tool through which the government informs the public of only those things it thinks the public should know, anything can happen."

The other ad shows a reporter behind bars and asks: "Is he fighting for his own rights, or yours?" The ad concludes with this quote from Albert Camus: "A free press can, of course, be good or bad, but without freedom it will never be anything but bad . . . Freedom is nothing else but a chance to be better, whereas enslavement is a certainty of the worse."

Copies are available from David Henes, promotion director of the *Detroit Free Press*.

In another area, newspapers are receiv-

ing help and ammunition from their principle suppliers, the newsprint manufacturers.

Great Northern Paper Company announced in E&P March 10 it was launching a national program to tell retail advertisers why newspapers are their best buy. It offered ad mats and repro proofs of a series of ads for use as in-paper promotion or as mailers.

"This year America's advertising boom will be well on its way to reaching \$25 billion. And the rate of increase will continue to be pretty steep for the next five years. Most of the growth will come from retail advertising," Great North's copy said.

"We believe that newspapers are in the best position ever to capture the major share of this increasing retail advertising budget. But their advertising advantages—impact, believability, memorability and saturation—have to be told forcefully—and immediately. We want to help get this job done."

The idea has caught on so well that by April 23 Great Northern was able to announce that "starting June 1, over 600 newspapers will be telling marketers why newspapers are America's most advanced advertising medium."

For many years some of the large Canadian newsprint producers have been financing research on newspaper readership through the Newsprint Information Committee.

Crown Zellerbach has had a campaign selling "Newspaperability" through paid space in advertising publications. A recent ad said "No news is bad news . . . Without the newspaper, your day might well be a blank page. People use newspapers to stay in touch with what's going on. Everywhere. And in a degree of local detail they can't get anywhere else. Newspapers scale things down to the local reader's size. He reads it, loves or hates it. But always, he uses it . . . Newspapers are the family bulletin board."

As we said at the beginning, there are a lot of willing troops. Never underestimate the power of the press.

Protest over typos stops Quebec paper

The resignations of 19 unionized supervisory editors stopped publication of *Soleil*, a French language daily in Quebec. The editors stepped down because "frustration" over the appearance of the newspaper following technological change in composition.

Gabriel Gilbert, president and publisher of *Le Soleil*, said the paper's management stopped publication because the resignations left too few people to put out the newspaper.

He added that the resignations came because the editors were "disappointed and insulted" with the final products of *Le Soleil*'s new \$2 million investment in modern composition. The paper was plagued with typographic errors after initial start-up.

Andre Dionne, Quebec City Journalists' Union president, said the editors resigned in sympathy with demands that technological change not lower the the quality of the paper.

St. Louis P-D halted by short lived strike

Weekend publication of *St. Louis (Mo) Post-Dispatch* was halted when members of the teamsters union refused to cross picket lines of striking engineers of rail and tv stations owned by the Pulitzer Co.

The Pulitzer Company and the *St. Louis Globe-Democrat* (May 5) filed charges of unfair labor practices against the International Brotherhood of Electrical Workers, contending the strike (May 4) halted distribution and delivery of the two newspapers. The engineers walked off their jobs at KSD radio and tv in contract dispute and pickets appeared early on the morning of May 5 at the broadcast stations and the Post-Dispatch printing plant. The *Globe-Democrat* printed in the Pulitzer plant. On Sunday, May 6 the engineers ratified a contract calling for a pay increase to \$327 a week with \$20 increments in two years to \$366. They had been paid \$310. They had been working without contract since late November. A spokesman for the Pulitzer Company said newspaper production returned to normal on Monday, May 7.

HISTORY MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

The Washington Star-News

EDITOR & PUBLISHER for May 12, 1970

for newsmen writing on No-Fault Insurance

...a 210-page "encyclopedia" that provides an up-to-date report on no-fault legislation passed in the states to date, together with a summary of the principal provisions of those laws.

Prepared with the help of the legal and actuarial experts of the world's largest auto insurer, the manual also provides some historical perspective on the auto accident reparations system. In loose-leaf format, it will be updated periodically as events dictate.

Why offer such a manual?

Until now, the news media have not been able to turn to an "all-in-one-place" source of factual information and interpretation.

Much of the material provided the media up until this time has been colored by the viewpoints of those urging the passage of no-fault legislation or those opposing it.

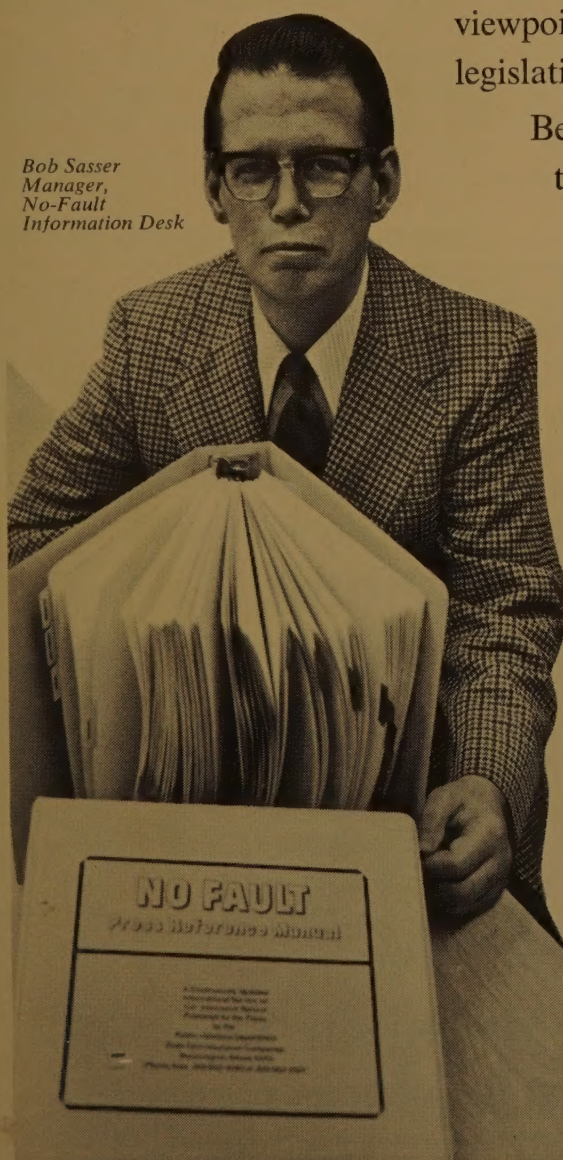
Because of that, we've taken particular pains to keep the factual data as free of bias as possible. Where our own analysis and comment are offered, they are clearly labeled as such.

If you, or your publication, are as involved in the reporting of the auto insurance reform story as most, this manual should be useful to you. We're as interested as you are in seeing that story reported accurately...and we hope this makes that job easier.

For your free copy (one to a paper, please), write on your letterhead to:

No-Fault Manual
Attn: Bob Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

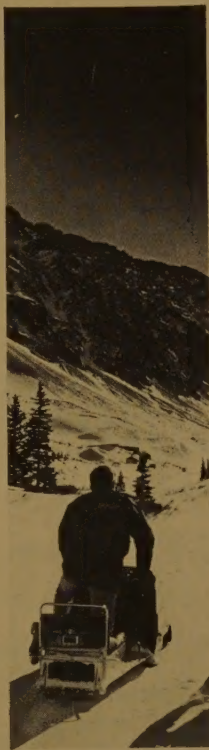
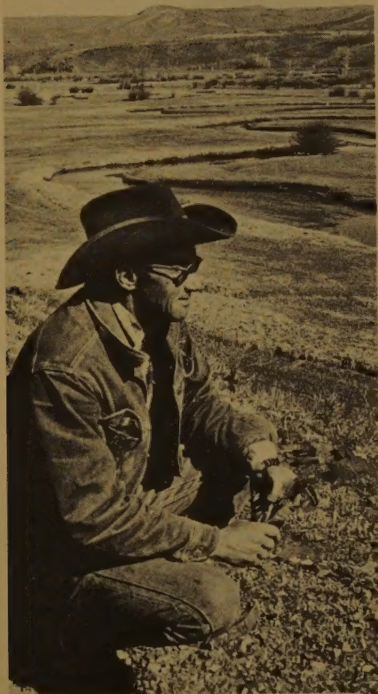
Bob Sasser
Manager,
No-Fault
Information Desk





Downtown Denver—some years ago

There are two newspapers in Denver; one, first in the morning; the other, evening.



- one of them** purchased the Pulse, Inc. Survey of October/December '71, released February, '72. (Surveys have also been conducted by ABC and Simmons of the Denver market).
- one of them** gained more than 2,700,000 lines of retail advertising in 1972.
- one of them** gained more than 3,400,000 lines of classified advertising in 1972.
- one of them** gained more than 670,000 lines of national advertising in 1972.
- one of them** thus gained more than 6,700,000 lines of advertising in 1972—more than 16%.
- one of them** published 2,124 pages (2,124!) of color advertising in 1972.
- one of them** gained more than 6,000 daily circulation, 3,000 Sunday circulation March 31/72/73.
- one of them** is a morning tabloid which is the first media choice of some of the nation's largest and most competitive merchandisers.

Source: Media Records Annual '72

We are the one.



Rocky Mountain News
SCRIPPS-HOWARD NEWSPAPERS

Advertising Dept., 200 Park Avenue, New York City Atlanta Chicago
Dallas Detroit Los Angeles Philadelphia San Francisco

